



DOWNTOWN STREETSCAPE GUIDELINES & CORRIDOR PLAN



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SECTION 1 | INTRODUCTION

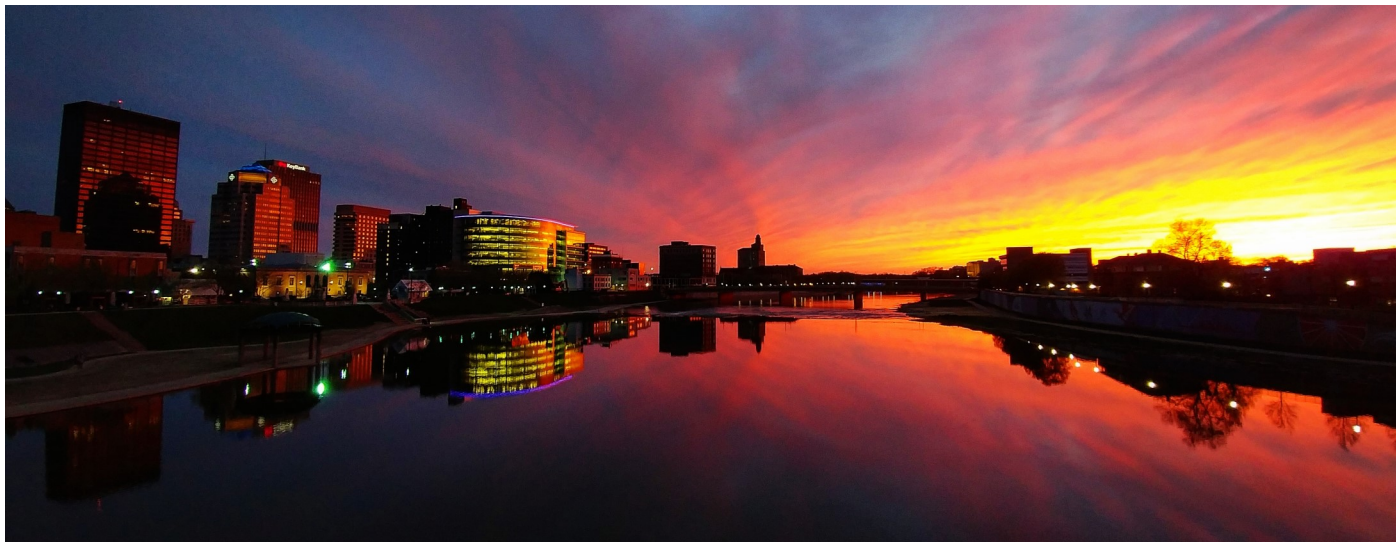


1.1 PURPOSE OF THIS PLAN

Several U.S. cities are demonstrating new economic strength as they re-invent themselves to capitalize on the surge in demand for urban living that has occurred over the past two decades. Those urban communities that are tenacious and committed to shaping their cities and building on their ***unique sense of place*** have been most successful in leveraging this market momentum. The art of placemaking has been rediscovered as a time-tested, critical ingredient to the growth and expansion of economic activity in urban centers. Attraction of residents, visitors, and employers — all of it begins with creating a vibrant and unique sense of place where talented, creative, engaged, entrepreneurial, and industrious people of all ages want to be.

Dayton has worked towards this horizon for decades and now has significant market momentum. The urban wave that began in the Manhattan and Chicago-sized cities, and then propagated to places like Cleveland, Pittsburgh, and Nashville, has found its way to cities like Dayton. It is our time.

It is in that spirit that Greater Downtown Plan partners propose this streetscape guidelines and corridor planning framework, which builds on previous plans and sets the placemaking vision for downtown Dayton for the next 15 years. The building blocks for this framework are the essential elements of urban placemaking: authenticity, density, diversity, grittiness, walkability, bikeability, and more— all of which create a dynamic urban place and set the stage for the serendipitous creative encounters that drive economic activity in 21st century America. Our goal is to reimagine, reactivate, and reconnect the street-level of the downtown core to create a robust environment that will catalyze economic activity for decades to come.



1.2 DEVELOPMENT PLANNING CONTEXT

The following are important planning and historical context to this streetscape guidelines and corridor plan:

Central Business District Focus: This Streetscapes Guidelines & Corridor Plan represents a foundational layer to an updated Central Business District place-based urban design plan that was last revised in 1999. This plan will be paired with a block by block development analysis and visioning document (to be completed in 2021) that will serve as an idea-book for downtown developers. This idea-book will look forward 15 years and identify possibilities and potential for additional real estate development opportunities in and adjacent to the Central Business District. The Streetscape Guidelines & Corridor Plan and the block-by-block development analysis will align with the overall economic principles and strategy for the reactivation of the downtown core (generally the Central Business District) within the context of the Greater Downtown Plan.

Street-Level Transformation: This 15-year look forward reflects a culmination of efforts, begun in the early 1980s, to rebuild and transform the street vibe that was seriously compromised in the early 1960s in downtown Dayton.

By the late 1950s, the old downtown street network became overly burdened with vehicular traffic. Most of the traffic traveling through Dayton from US 35, State Route 4, and old US 25 (Dixie Highway) clogged the downtown streets. As a result, Dayton imposed a new, predominantly one-way pattern for traffic that moved vehicles through the downtown quickly and efficiently. At the time, the only streets that remained 2-way traffic were Third and Main Streets.

Once the freeways of the 1960s were completed, much of the on-street traffic moved elsewhere. However, the one-way street system remained in place and eroded the walkability and connectivity of the street-level of downtown.

In the early 1980s, the first efforts to incrementally guide the street-vibe to a more pedestrian-oriented experience began with a new focus for providing streetscape amenities and slowing and taming the vehicular traffic. In today's terms we would describe this as street-level placemaking. Since the 1980s there have been continuous incremental changes to reshape the street-level environment. However, much remains to be done.

This Streetscape Guidelines & Corridor Plan sets the stage for the next wave of taming traffic, improving walkability and connectivity, and enhancing the pedestrian experience. The policies and improvements propose here-in are fundamental to driving economic activity in downtown Dayton over the next several decades.

1.3 GOALS & OBJECTIVES

The Downtown Streetscape Guidelines and Corridor Plan has the following objectives:

- Create a policy foundation to shape the downtown street experience for the next 15 years
- Set the overall design vision for a successful, economically vibrant 21st century American city
- Create more direct linkages between the urban active lifestyle environment, urban experience, and economic activity

Important City of Dayton policy linkages include: The Livable / Complete Streets policy passed in 2010, Urban Design Guidelines, the Transportation Plan 2040 adopted in 2017, Pedestrian Oriented Design (POD) standards, and the Dayton Riverfront Plan adopted in 2018

This framework consists of two main sections:

Streetscape Guidelines: a set of design guidelines for the building blocks of downtown Dayton's streets, which includes elements such as pedestrian continuity and streetwall design, sidewalk and curbs, tree canopies, planting beds, green infrastructure, cycling infrastructure, signage and wayfinding, and more.

Corridor Plans: a detailed set of design concepts for downtown's most important streetscape corridors; it is this section that provides the vision for how these streetscape design elements will come together to shape the street experience for downtown Dayton over the next 15 years



1.4 GEOGRAPHIC IMPACT OF THIS PLAN

The geographic relevancy of this framework is the downtown core's **Public Realm**, defined as the center city's first floor, which spans private property, sidewalks, roadways, and other elements that make up the city's living room. Within that geography, there are several scales of design and placemaking that are critically important and are impacted by this plan:

Corridors: linear and intersecting connections along the street grid that are either linked by a common sense of place or we wish to be better linked by a common sense of place (next page)

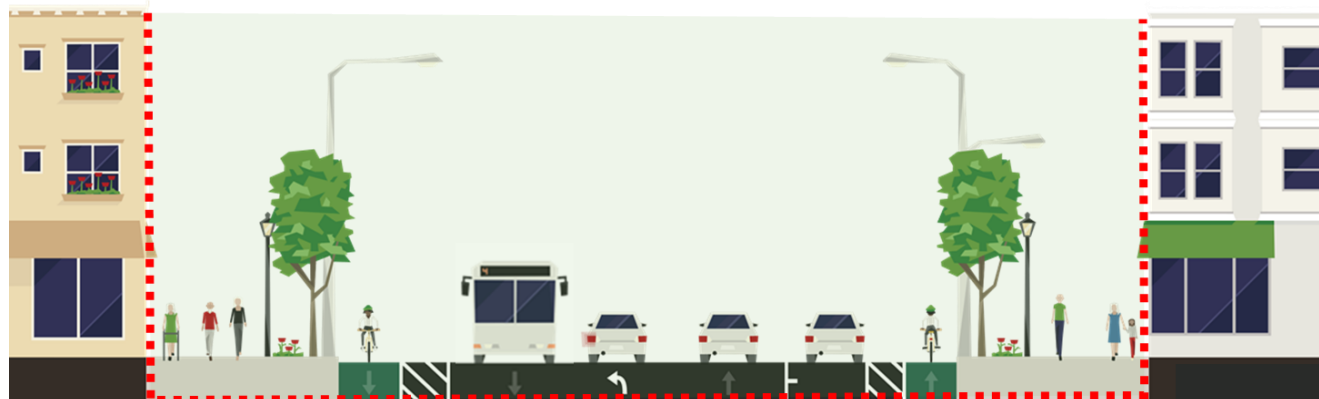
Districts: geographic zones that share commonality of place, and reinforce and support the public's understanding of the downtown (next page)

Gateways: The entry points to downtown that communicate a sense of arrival (Section 2.10)

Curb to Building Face: a subset of the public realm, but the most critical piece to creating a sense of place



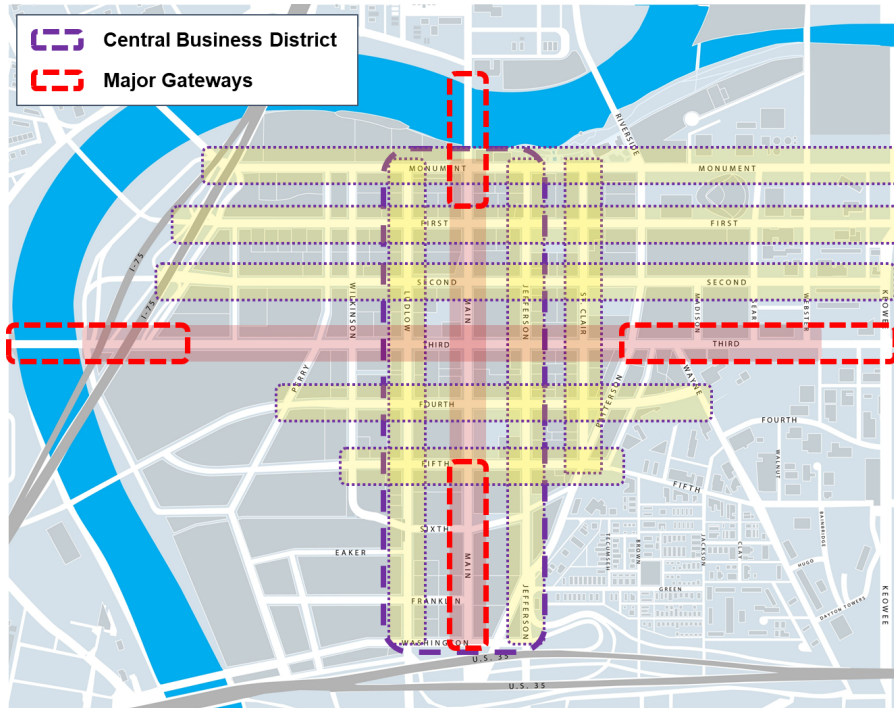
The Downtown Core



The Public Realm

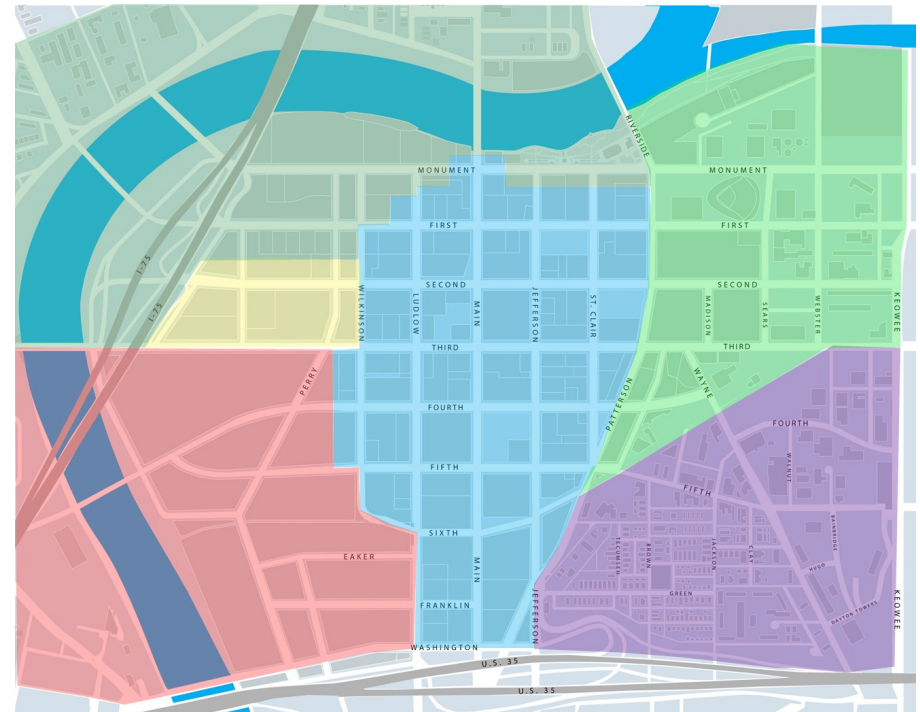
1.5 GATEWAYS, CORRIDORS, & DISTRICTS

Gateways & Corridors: Downtown has distinct points of arrival (i.e. gateways) and corridors along its street grid that are linked (or should be better linked) through continuity of design and a common sense of place in the public realm. These corridors serve as the guiding linkage for more detailed streetscape and transportation planning that is the subject of the second half of this document. The gateways are addressed as part of a signage and wayfinding strategy for the downtown.



Detailed corridor planning and design includes: Main, Third, Ludlow, Jefferson, Monument, First, Second, Fourth, Fifth, and St. Clair streets

Districts: The concept of districts helps organize the downtown into smaller geographies with commonality in sense of place that make it easier for the public to understand the center city. This district concept is fundamental to signage and wayfinding and also has linkage with a block by block development visioning activity that will help provide development inspiration for the next 15 years.



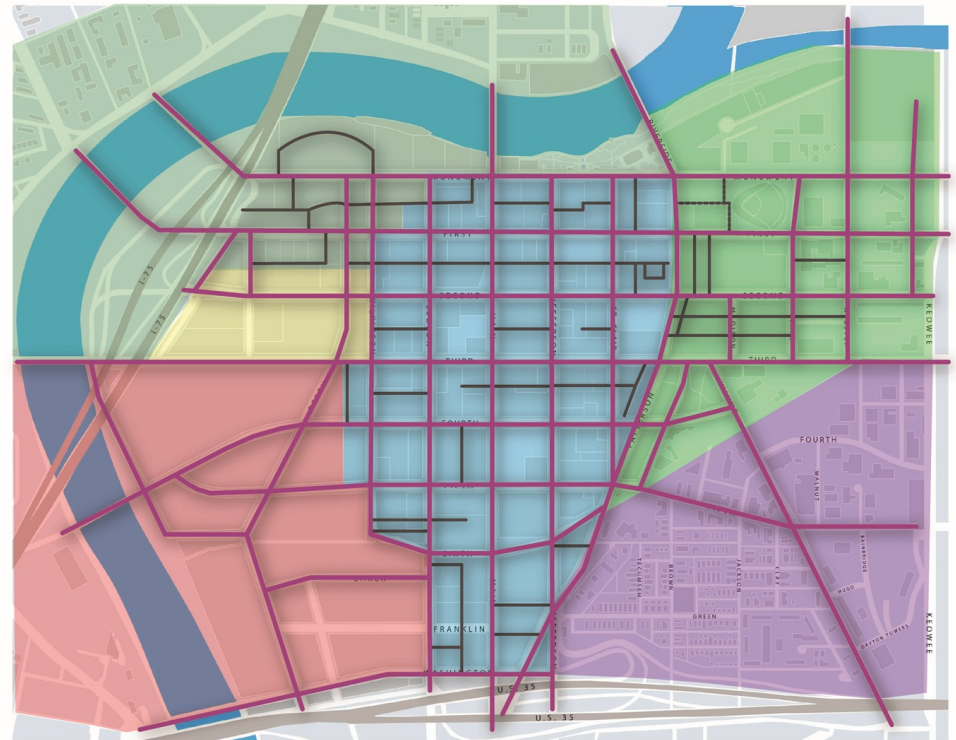
City Center	Oregon District	Government
Riverfront	Education	Webster Station

1.6 PRIMARY & SECONDARY CORRIDORS

Downtown Dayton is shaped by an integrated system of primary and secondary corridors (streets, public ways, and alleys) that define the form, function, and place-based value of the city. Primary corridors are the iconic downtown streets—Main, Third, Jefferson, Ludlow, and more—the vision for these major downtown arteries is a significant focus of this document (see Section 3.0). However, secondary corridors—specifically, those alleys and public ways that are between downtown blocks, also play a critical role in downtown economic activity.

Secondary streets contribute to the placemaking of a city and can add to the value proposition for real estate development. These public ways offer additional opportunities for building corners (and character), view-sheds / windows / natural light, first floor activation, and patio spaces. Secondary corridors also serve important utilitarian functions, including basic traffic circulation, building servicing, public safety / emergency response access, and additional means of building egress.

While the main thrust of this document focuses on the primary corridors, it is important to provide guidance for the secondary system to ensure long-term alignment of policy and actions. Future modifications, additions, removals, closures, vacations, and abandonments to streets in the secondary system can have a supportive (or detrimental), impact on the development value proposition for downtown. Principles and guidance for future policy decisions regarding changes to the secondary corridor system are offered in Section 2.14.



Primary & Secondary Street System

— Primary — Secondary

SECTION 2 | STREETScape GUIDELINES



2.1 DESIGNING FOR PEDESTRIAN CONTINUITY & THE STREET-WALL

The streetscape design elements outlined in this section are important ingredients to creating a vibrant and comfortable street-level experience, but they are insufficient without a concerted and consistent effort to maintain four basic design principles for how downtown buildings / properties engage at the street level:

Build to the sidewalk (property line, street-wall-line): properties should locate the inside floor level as close as possible to the level of the sidewalk outside

Build to the intersection corner: each vibrant corner contributes to a vibrant intersection, and each vibrant intersection links to a vibrant block front

Make the building front permeable, accessible, and visually connected: no blank walls, no landscaped moats between the building front and the sidewalk, and properties should provide clear-vision storefront glass that completes visibility between the sidewalk and the interior of the street-level space

No surface parking lots in front of buildings: surface parking lots are pedestrian dead-zones; instead parking can be accommodated on-street, above the street-level, below or behind the building, or in an off-street alley or lane

Without consistency of these principles, downtown streets will have gaps in street-level engagement and pedestrian continuity—put simply, they won't be places where people want to walk.



2.1 DESIGNING FOR PEDESTRIAN CONTINUITY & THE STREET-WALL

VIBRANT / URBAN / PERMEABLE



NOT VIBRANT / SUBURBAN / DEFENSIVE



2.2 SIDEWALK ZONES

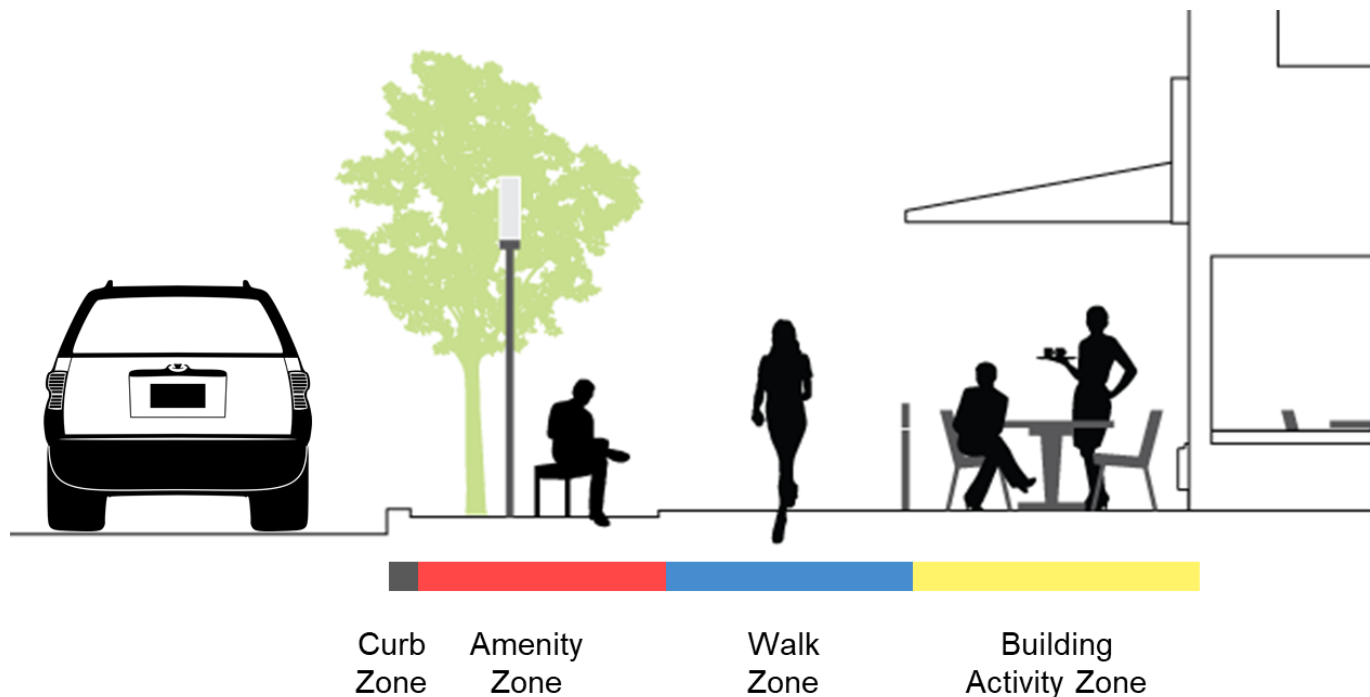
The streetscape is a system of zones between the street curb and the building facades. Each zone serves a functional purpose, plays an integral role in establishing a sense of place, and has associated use guidelines and minimum dimensions.

THE CURB ZONE is 30" wide from the face of the curb to the nearest vertical element, which allows for parked vehicles to open passenger side doors without hitting a vertical element and also allows those passengers to exit their vehicles and step onto a walking surface. The only permitted elements within the Curb Zone are parking meters and regulatory signs.

THE AMENITY ZONE contains street lights and street trees, planting beds and tree planters, tree grates (when necessary), and street furniture.

THE WALK ZONE is critical to pedestrian movements and must meet minimum dimensions for accessibility. In areas of higher pedestrian traffic, consideration should be given to wider Walk Zone widths.

THE BUILDING ACTIVITY ZONE is encouraged to interface and connect with the building face and the uses within that building. This zone allows for storefront door openings, patios, and potted plants to occur without impeding pedestrian flows. Building Activity Zones that exceed 4'-0" in width allow for outdoor dining adjacent to the building.



2.2 SIDEWALK ZONES: WIDTH MATRIX

The following matrix should be utilized to determine sidewalk zones based on the width from the face of the vehicular curb to the building face. For sidewalk sections that exceed 15'-0", Amenity Zone, Walk Zone, and Building Activity Zone dimensions may vary based on anticipated traffic volumes, but curbed planters should not be less than 3' 6" in width. Bus shelters can be accommodated in an Amenity Zone of 4'-6" or larger.

Sidewalk Width	8'	9'	10'	11'	12'	13'	14'	15'	16'	17'	18'	19'	20'	>20'
Curb Zone	2'-6"	2'-6"	2'-6"	3'-0"	2'-6"	2'-6"	2'-6"	2'-6"	2'-6"	2'-6"	2'-6"	2'-6"	2'-6"	2'-6"
Amenity Zone	0"	0"	2'-6"	2'-6"	3'-6"	3'-6"	3'-6"	4'-6"	4'-6"	4'-6"	5'-6"	6'-0"	6'-0"	6'-0" min
Walk Zone	5'-6"	6'-6"	5'-0"	5'-6"	6'-0"	6'-0"	6'-0"	6'-0"	6'-0"	6'-0"	6'-0"	6'-0"	6'-0"	6'-0" min
Building Activity Zone	0"	0"	0"	0"	0"	1'-0"	2'-0"	2'-6"	3'-0"	4'-0"	4'-0"	4'-6"	5'-6"	8'-0" min
	No trees		Trees in grates and can overlap curb & amenity zone		Trees in planters. Balance tree planter dimensions with outdoor dining. Bus shelters can be accommodated in amenity zones 4'-6" and greater									

2.3 LIGHTING

Lighting plays an important role in not only improving safety (and perceptions of safety), but also reinforcing street vibrancy, pedestrian continuity, and an overall sense of place. Overhead and pedestrian-scale lighting provides the base for reinforcing safety, while decorative lighting creates the overall sense of place that will ultimately drive interest, curiosity, and walkability.

Pedestrian Lighting: Overhead cobrahead lighting should be supplemented with standard (and design-consistent) ornamental pedestrian fixtures (either single or dual globe) in the core of downtown. Place lighting a minimum of 30" from the face of curb in the amenity zone and maintain at least a 10' clearance from the trunks of trees. Lighting conduits should be placed underneath the Pedestrian Zone to avoid conflict with any tree pits and planting beds in the Amenity Zone.

Decorative Lighting: Decorative / place-based lighting of architectural building facades, on bridges, on and underneath overpasses, trees, and public art is highly encouraged to add color, character, and vibrancy to downtown. It is this decorative lighting that truly makes the streetscape feel eclectic and interesting (and ultimately more walkable).

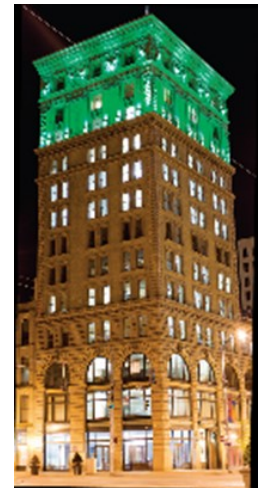


Photo: Dayton.com

2.4 TREE CANOPY

As a defining component of our urban streetscape, trees are critical and must be integrated from the onset of planning. A robust tree canopy adds comfort to the urban environment and contributes to the overall walkability and health of our downtown. Downtown Dayton's wide sidewalks enable us to plant inspiring canopy trees that cool our streets, clean our air, and slow the flow of water during rain events. This section highlights our preferred methods for tree plantings to ensure a healthy, long-lived tree canopy remains for generations of Daytonians.

Downtown tree canopies should lift, rise, and spread above sidewalks and storefronts to keep signage and entrances visible while providing ample shade to pedestrians. ***Achieving this vision requires thoughtful tree selection***, intentional tree placement and soil volume in a location that will help them thrive, and the pruning of low branches as they grow and age. Proper installation and maintenance are key to creating the downtown forest and canopy our community deserves.

Images below illustrate some examples of best practices for tree beds while the following page provides specific standards for new trees.



2.4 TREE CANOPY

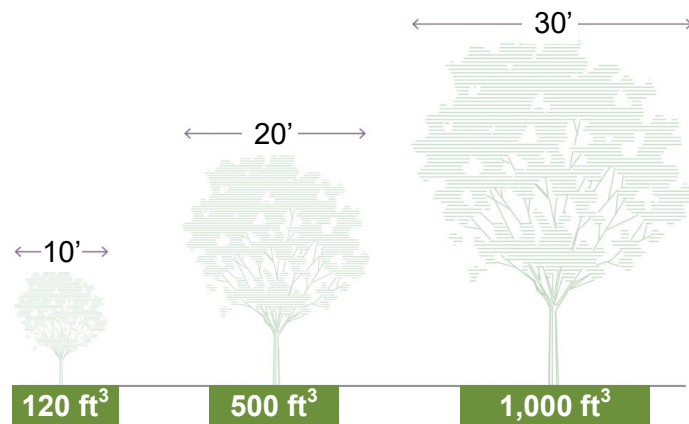
Tree Selection:

- Consultation with the City of Dayton forestry staff is recommended prior to tree selection and placement
- Large canopied trees are preferred, followed by narrower columnar trees, shorter trees when under RTA lines, and finally no-tree or a planting bed
- Select tree species that are proven to be tolerant of urban conditions (salt, drought, heat, etc.)
- If a uniform look is desired along a street or block, use trees with similar form and growth rates as opposed to planting the same species. Coordinated species of trees can provide continuity of design

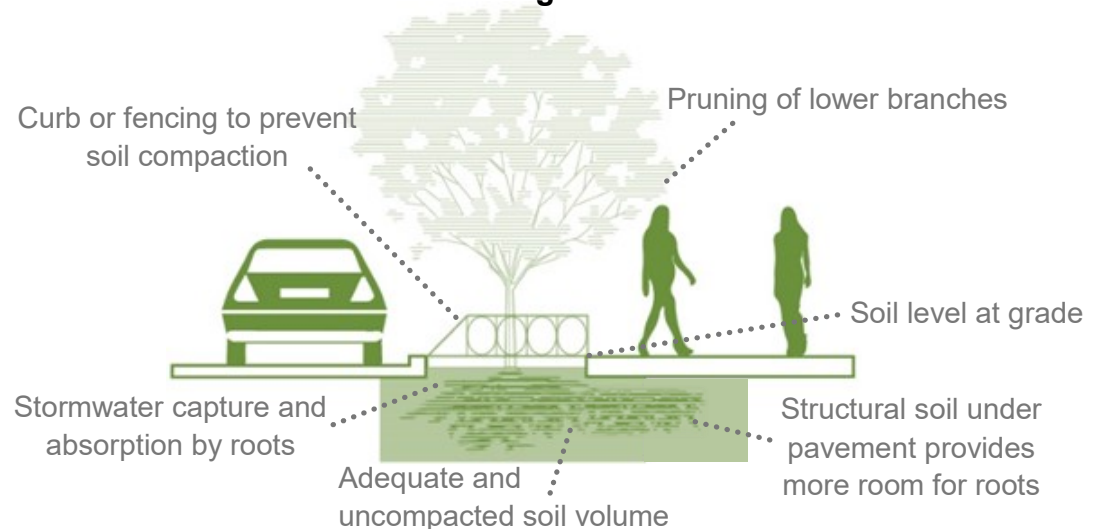
Tree Placement:

- Curbed or protected planters and tree lawns help keep soil uncompacted, aerated, and avoid drowning of root systems. Trees should be located in the center of planting beds
- In sidewalks with less width, trees should be placed in pits while still maintaining adequate soil volumes recommended below. Decorative fencing should be used to protect the tree, while still allowing for an effective pedestrian area
- Where street lights exist, a minimum distance of 10' should be maintained between the tree trunk and the light pole
- Urban trees are a vital stormwater capture and filtration tool, see Section 2.6 for design recommendations

Recommended Soil Volumes



Elements for Thriving Urban Street Trees



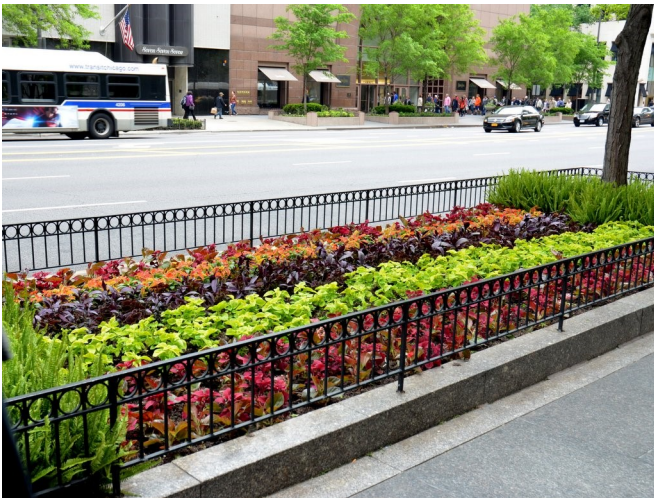
2.5 PLANTING BEDS & TREE LAWNS

Downtown's wide sidewalks provide ample room for planting beds. These beds provide opportunities for colorful flowers, native plants, healthy environments for street trees, capture and treatment of storm water, and contribute greatly to improving the urban experience for pedestrians. Soil levels should be at grade and provide adequate volume per tree to maximize tree health, as described in section 2.4. Definitions of planting bed and tree lawn types are described below, and listed in order of preference. Additional examples are shown on the next page.

Curbed and fenced planting beds are the preferred design for downtown's streets. These utilize a raised curb and decorative fence to protect and delineate the planting bed. Curb cuts can be incorporated to direct stormwater into the bed.

Curbed-only or fenced-only planting beds are the next acceptable option and still prevent soil compaction from pedestrians, while lending a contained or decorative look to the bed.

Non-curbed beds and tree lawns also elevate downtown's design ascetic and provide an environment where street trees and other vegetation can thrive. Non-curbed beds with grass and other types of lower maintenance ground cover are good options in locations with narrower sidewalks and adjacent to properties where a maintenance partner is unavailable for more intense landscaping and beautification elements.



Curb and fence examples

2.5 PLANTING BEDS & TREE LAWS



Fence-only



Non-curbed



Curb-only



Tree lawn

2.5 PLANTING BEDS & TREE LAWNS

The largest possible planting space in a given area is preferred, taking into account the existing or necessary infrastructure as described below. Planting bed size is dependent on the site conditions, but minimum dimensions must be met.

Planting Bed Sizing

- Recommended bed dimensions:
 - ◇ Preferred 6' x 15' for one tree, 6' x 30' for two trees, or a longer bed with additional trees if space allows.
 - ◇ Minimum of 3' 6"x10' (outside dimensions - edge to edge) with one small tree if soil volume meets requirements on previous page.
 - ◇ Tree pits are acceptable if there is insufficient space for a planting bed. Consider linking pits below the sidewalk to increase the space for root growth.
 - ◇ Tree lawns with a minimum of 36" width are also acceptable.

Planting Bed Placement

- Place beds 30" behind street curb face.
- Planting beds should be placed between parking meters and provide a minimum of 5' between beds for access to meters.
- Trees should not be planted closer than:
 - ◇ 25' from an intersection.
 - ◇ 25' from stop or yield signs.
 - ◇ 10' from alleys or driveways.
 - ◇ 10' from fire hydrants, underground utilities, and utility poles.
 - ◇ 10' from directional traffic signs.
 - ◇ 10' from street lights.



2.6 GREEN STORMWATER INFRASTRUCTURE

As our City faces increasing frequency, duration, and intensity of storm events, our public streets become tools to more efficiently manage stormwater runoff, help improve river water quality, and ultimately beautify our urban environment. We can reimagine our streets as ecosystems to create a more resilient, sustainable and livable city. Both the City of Dayton's Livable Streets Policy and Transportation Plan 2040 call out the importance of incorporating environmental stewardship and green infrastructure within our public right-of-ways.

Planting beds and street trees can serve as green stormwater infrastructure by including small modifications like adding inlets that allow for sidewalk and street runoff to enter the planting bed, and an underdrain to the storm sewer. The following examples illustrate green infrastructure elements that are modifications of traditional planting beds and tree wells.*



Tree Wells and Trenches

Healthy street trees can contribute significantly to green stormwater management, with large capacity to transpire water, intercept rainfall, and treat water quality. Trees for stormwater management can be planted in wells (walled cells housing a single street tree), tree trenches (linear cells with multiple spaced trees), or connected tree pits. Sufficient, un-compacted and/or structural soil is necessary for a healthy, long-lived street tree. ([NACTO Urban Street Stormwater Guide](#))



Biofiltration Planter

Planters can be adapted to widely varying urban street contexts, with flexible depth, edge construction, and vegetation. Walled planters can be designed with an impermeable base and supporting drainage infrastructure that collects water, filters runoff downward through soil media, and channels treated runoff through an underdrain (perforated) pipe. Use native plantings that are suitable for each site, are able to handle seasonal flooding or drought, and require minimal irrigation or maintenance. ([NACTO Urban Street Stormwater Guide](#))

**The City's Department of Water reviews and approves all elements that connect with the storm sewer system; access the Engineering Design Standards online, specifically Appendix B and C.*

2.7 OUTDOOR DINING

Outdoor dining opportunities enliven the street, strengthen the sense of place, and provide additional opportunities for economic success for downtown restaurants and retailers. Every effort should be made to accommodate this use without sacrificing the basic function of the adjacent streetscape. Outdoor dining solutions are reviewed by the City Engineer working in concert with the Downtown Team (for more info on Street Privilege Permits, see [RCGO Sec 95.30](#)).

Outdoor Dining Placement / Sizing Guidelines

- The sidewalk dining area (spillover zone) begins and ends at the property line and only expands into the sidewalk area fronting the applicant's business
- The maximum size of the dining area is set by the total width of the sidewalk, maintaining the established sidewalk grade, complying with applicable building and fire codes and ADA rules and regulations, and maintaining sufficient pedestrian clearance in the Walk Zone
- Sidewalk dining areas must not interfere with curbs, ramps, or driveways. Outdoor dining areas on corners may not encroach into the bump-out area
- No element of the proposed dining installation may interfere with access to any building, including the means of ingress / egress



2.7 OUTDOOR DINING FENCING / BARRIERS

All outdoor dining establishments with alcohol service may be required by statute to have a pedestrian barrier enclosing the outdoor area except for ingress / egress to the restaurant:

- No part of any table or chair may extend beyond the pedestrian barrier. It is the responsibility of the liquor permit holder to assure that all restaurant-related activity remains within the pedestrian barrier
- Placement of the fence is subject to all State of Ohio requirements based on use
- Minimum fence height of 36" and maximum of 42"
- Materials are restricted to commercial grade steel or aluminum fencing. Steel fencing shall resist rust (powder coated and/or galvanized)
- Creativity in fence design is highly encouraged and may include custom railings, planters, pots, etc.



2.8 BICYCLING INFRASTRUCTURE

Bicycling has been a growing travel mode across the U.S. for several years and is a critical element to creating a modern, healthy, and sustainable city that is attractive to talent. Additionally, the last decade has brought numerous advances in bike infrastructure that provide a safe and comfortable on-street environment for cyclists of varying to skill levels.

As the nation's largest paved trail network, the Dayton region has been a leading city for decades in creating cycling amenities. A goal of this plan is to create on-street cycling corridors that enable cyclists of all skill levels to get around downtown safely and comfortably. Based on the available right-of-way, and a balance with other travel modes (pedestrian and vehicular) and public realm functions, cycling infrastructure design preference should be given according the hierarchy provided on the upper right. The recommended minimum widths for these design types are listed below.

Design Type	Minimum Width
Standard Bike Lane	5 feet including any distance from curb (but 6 feet is preferable)
Buffered Bike Lane	Width of standard bike lane plus at least a 2-foot buffer to car traffic
Protected Bike Lane	9-10 feet including the bike lane and the buffer to traffic / parking; min width of the bike lane is 5 feet to allow cyclists to pass each other
Two-Way Cycle Track	11-12 feet total including the cycle track and the buffer to parking / traffic; min of 8 feet for the cycle track

Cycling Infrastructure Hierarchy (Greater cyclist comfort and higher likelihood of usage)



2.8 BICYCLING INFRASTRUCTURE (OTHER CONSIDERATIONS)

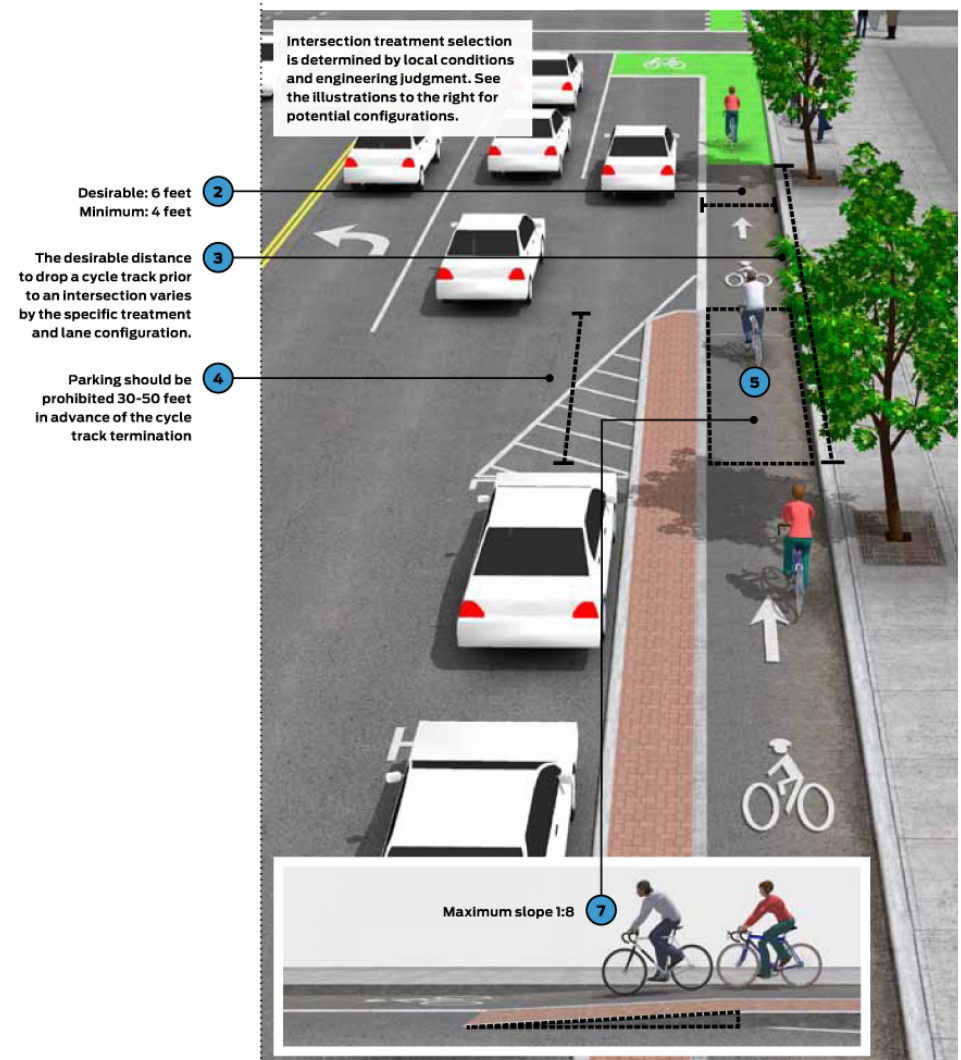
The following are other important considerations for the design of bike infrastructure that provides a safe and comfortable environment for people of all skill levels.

Bike Lane Separation / Protection Elements:

- Recommended protection elements are parked cars, planters, raised curbs, or other concrete elements
- If using a parked car as the protection element, a minimum of 3 feet is required for the buffer to prevent collisions with vehicle doors (i.e. “dooring”)

Cycle Tracks: A dashed yellow line should be used to designate each lane of travel for a two-way cycle track

Green Paint: the use of green paint and other colored pavement is encouraged to provide guidance at potential points of conflict between the cycling infrastructure and other travel modes

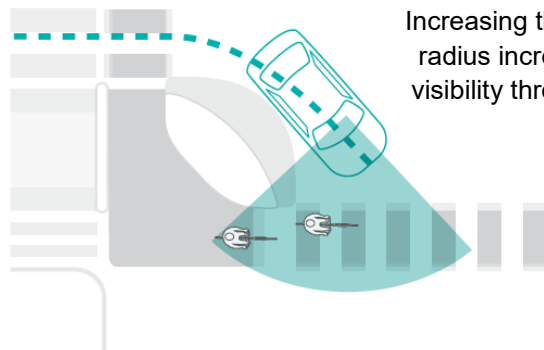


Images from [NACTO Urban Bikeway Design Guide](#)

2.8 BICYCLING INFRASTRUCTURE & INTERSECTIONS

Intersection design should leverage best practices from NACTO's [Don't Give Up at the Intersection](#), which expands on NACTO's [Urban Bikeway Design Guide](#). Infrastructure elements should reduce the speed of cars and trucks and increase the visibility of pedestrians and people. The use of bike boxes and two-stage turn queue bike boxes are highly encouraged for protected and buffered bike lanes to assist cyclists with making turns. A bike box is a designated area at the head of a traffic lane at an intersection that provides bicyclists with a safe and visible way to get ahead of queuing traffic during the red signal phase. Two-stage turn queue boxes offer bicyclists a safe way to make left turns at multi-lane intersections from a right side cycle track or bike lane, or right turns from a left side cycle track or bike lane.

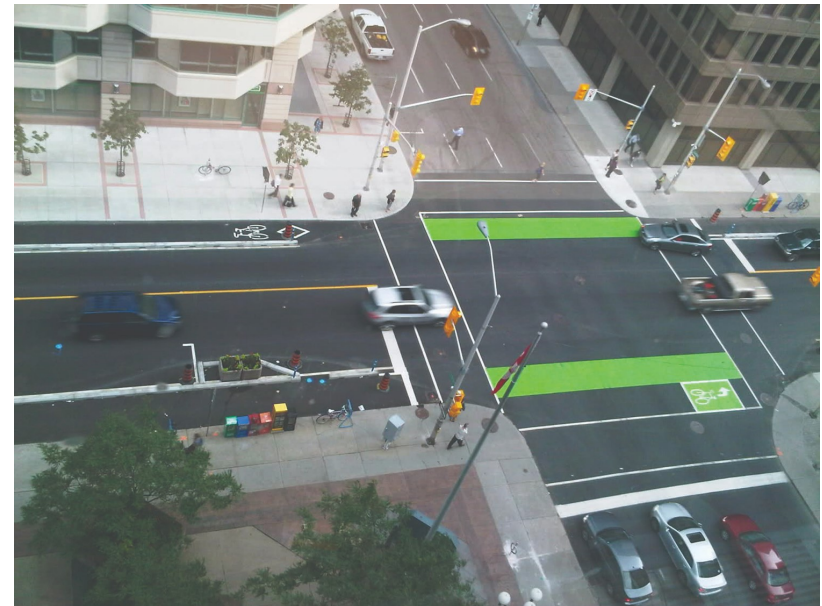
On-street parking should be prohibited 30-50' in advance of cycle track termination. Buffering / setback elements that increase a car's right-turn radius at the intersection should be used to maximize cyclist visibility and safety (see below).



Setback Elements to Increase Automobile Turning Radius



Bike Boxes



Two-Stage Turn Queue Boxes

2.9 SIGNAGE & WAYFINDING

Even in the age of smartphones and digital maps, signage and wayfinding plays an important role for cities —particularly towards the end of a trip where signage can reinforce a sense of arrival and help direct travelers towards destinations and parking locations. However, good wayfinding transcends navigation to help establish a strong sense of place and reinforces the brand of a particular location. When done well, signage and wayfinding increases the positive perception of a community with a consistent, recognizable, and inviting sign family. It speeds up the orientation process for someone unfamiliar with your place, increases awareness and encourages exploration, and plays a critical role in connecting the dots between areas of activity. Quite simply, it helps visitors organize and understand your city.

Greater Downtown Dayton Plan partners worked with Guide Studio in 2019 to develop a signage and wayfinding master plan and conceptual design for downtown Dayton. The guiding principles for each signage set are:

VEHICULAR WAYFINDING

District, then Destination: The sign program directs first to districts / areas, and then to destinations; the geographic scope of those proposed districts is provided on the following page

Direct to Parking: Once a vehicle reaches the entry point to the district, the objective of the program is to get visitors to the parking areas for major destinations

Experience Matters: Paths should provide the best user experience and promote exploration. The path suggested may not be the quickest, but should provide the best experience

Content Criteria: Public / institutional (visitor-based) destinations are prioritized to be included in the messaging for this sign program. Private businesses are not allowed on community wayfinding signage

PEDESTRIAN WAYFINDING

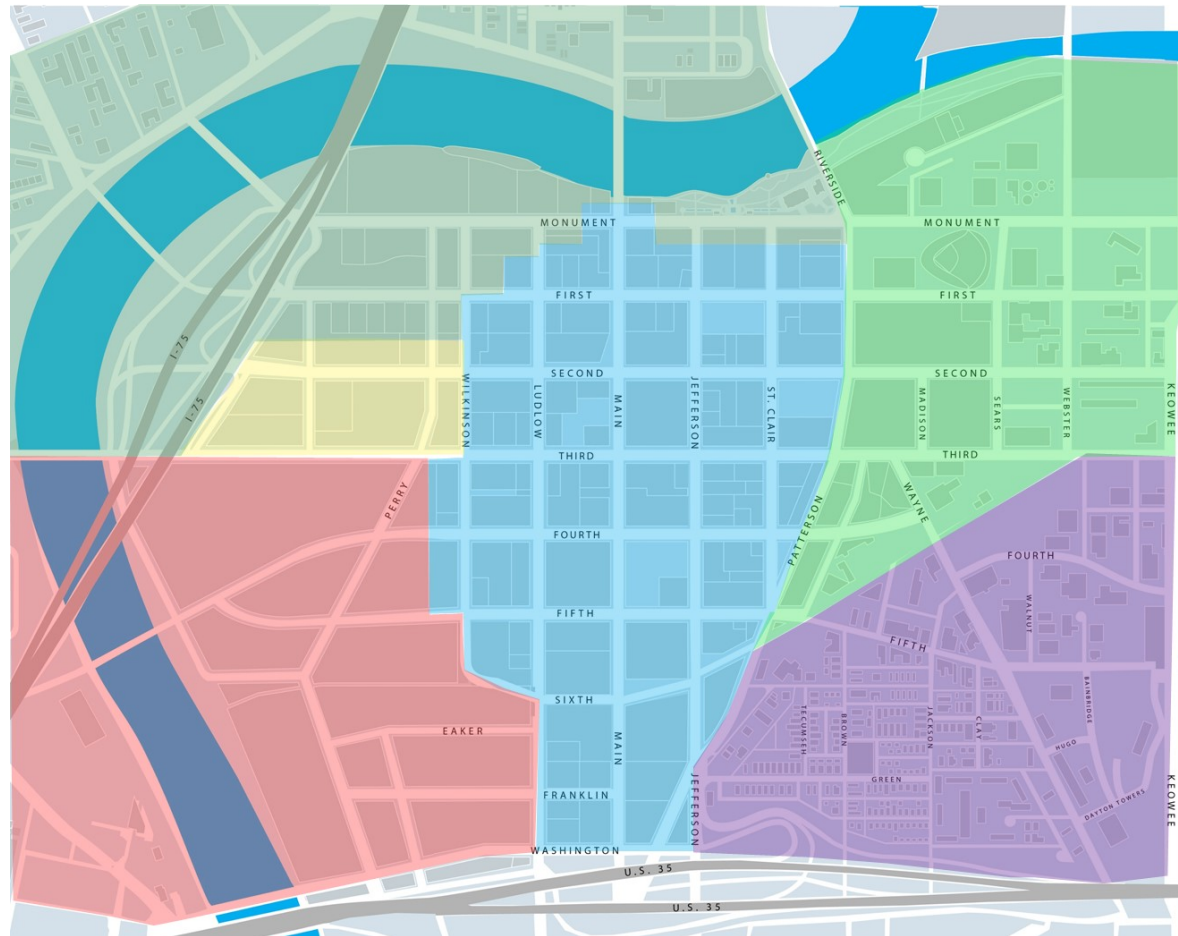
Encourage Exploration: Kiosk maps should show walking and cycling distances, making it clear that downtown is easy to explore on foot or on bike. Destinations should be listed and updated frequently. Kiosks may also be used to promote events/activities







Connect the Dots: Utilize pedestrian directional signage to call attention to destinations and to increase comfort level and confidence as people move between areas of activity

Flexible Design: The signage design should keep in mind that Downtown Dayton is growing and changing quickly. Signage should be accommodating to changes and growth over time

2.9 SIGNAGE & WAYFINDING DISTRICT ORGANIZING

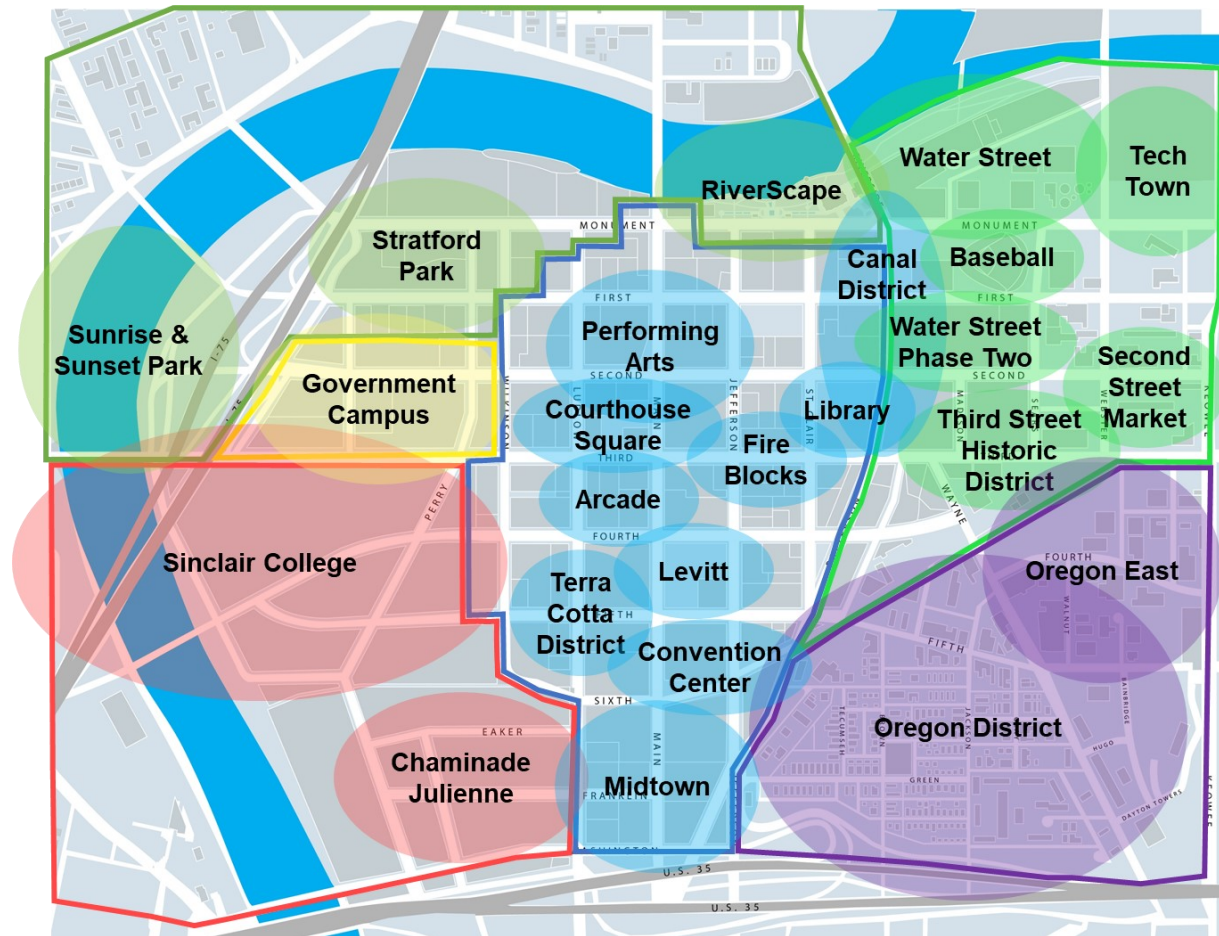
The concept of districts helps organize the downtown into smaller geographies with commonality in sense of place that make it easier for the public to understand the center city. This district concept is fundamental to the signage and wayfinding program and also has linkage with the long-term development vision for the downtown. How these larger districts relate to sub-districts and other smaller branded places within the downtown is shown on the following page.



- | | | |
|---|---|---|
|  City Center |  Oregon District |  Government |
|  Riverfront |  Education |  Webster Station |

2.9 WAYFINDING DISTRICTS & SUB-DISTRICTS

The district concept from the signage and wayfinding plan does not exclude the possibility of sub-districts that also have their own brand and shared sense of place—in fact, these sub-districts are critical to the unique identity of downtown and could be included as destinations in the signage program. Shown below are some of those sub-districts. Many of these already carry a strong brand with the public, while others are more aspirational in the context of developments and plans in the pipeline.

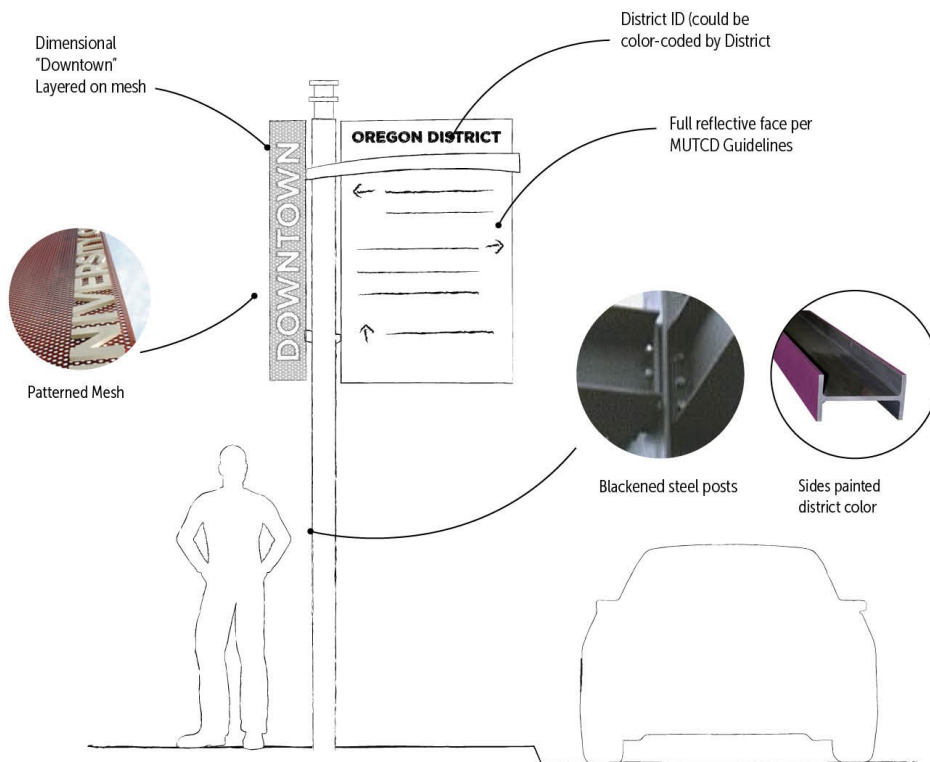


- | | | |
|-------------|-----------------|-----------------|
| City Center | Oregon District | Government |
| Riverfront | Education | Webster Station |

2.9 SIGNAGE & WAYFINDING CONCEPTUAL DESIGNS

The following are the recommended conceptual designs for vehicular and pedestrian wayfinding in downtown Dayton. The theme of the design is “modern industrial”: a nod to Dayton’s industrial heritage and resilience, but with a modern and playful twist. The materials are primarily metal with strategic pops of color and lighting, and custom mesh patterns to help code signage in districts.

Vehicular Signage



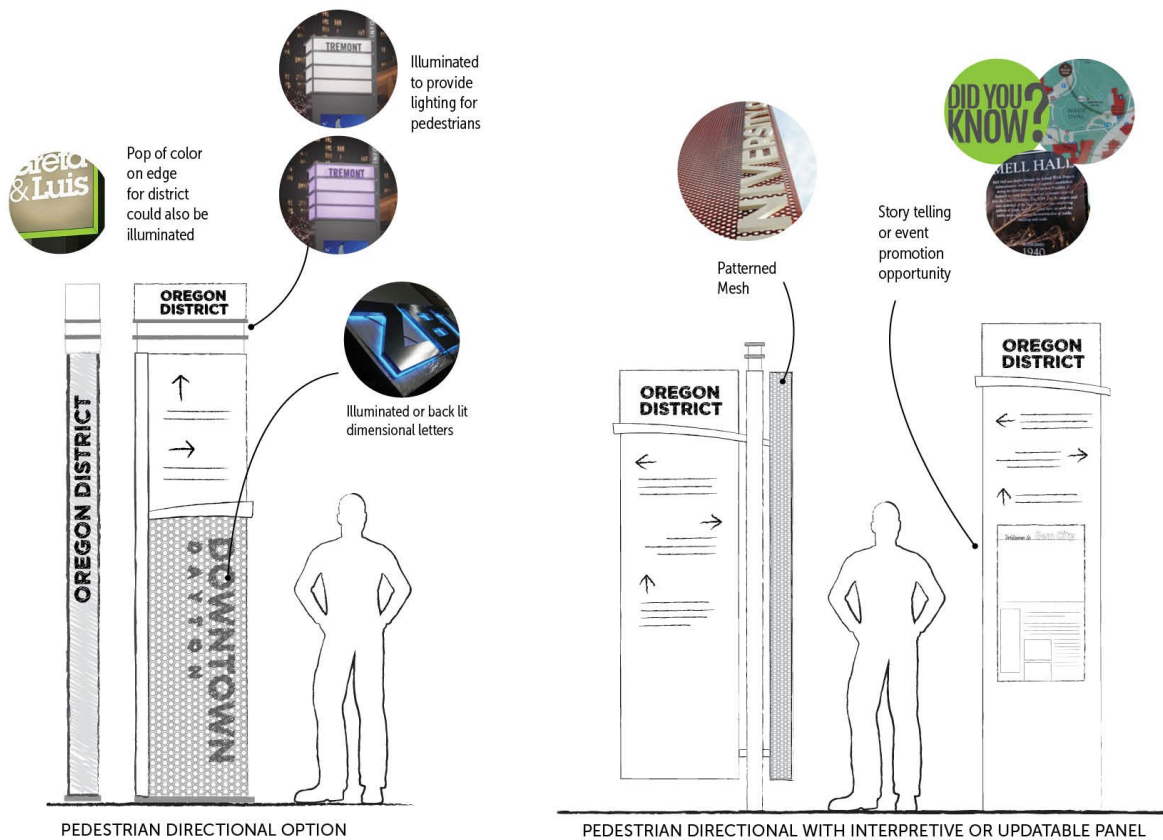
Color Palette



2.9 SIGNAGE & WAYFINDING CONCEPTUAL DESIGNS

The following are the recommended conceptual designs for vehicular and pedestrian wayfinding in downtown Dayton. The theme of the design is “modern industrial”: a nod to Dayton’s industrial heritage and resilience, but with a modern and playful twist. The materials are primarily metal with strategic pops of color and lighting, and custom mesh patterns to help code signage in districts.

Pedestrian Signage



Color Palette



2.10 DOWNTOWN GATEWAYS

While the signage and wayfinding program is intended to be uniform across the downtown, the recommended approach to downtown gateways is much more eclectic. Gateway designs are encouraged to leverage the built environment (overpasses, bridges, etc.), be unique to each location, and utilize the talent and creativity of the local artist community. The goal with each gateway is to strengthen and celebrate a sense of arrival while telling a place-based story. Creativity in each gateway design is highly encouraged, but each should utilize colors from the signage palette and be visible both during the day and at night.

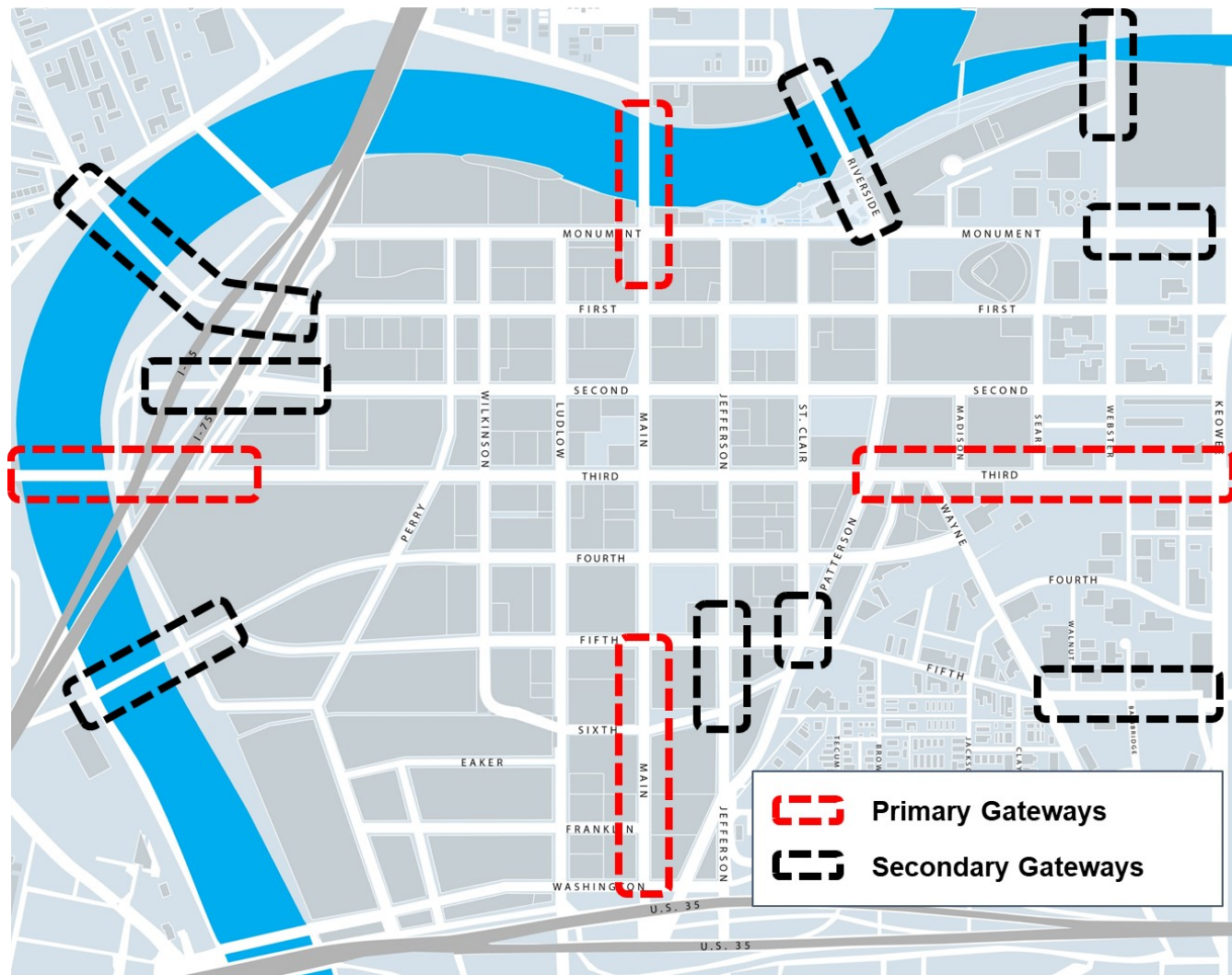


GATEWAY GUIDELINES:

- Tell a place-based story
- Engage local artists
- Consider day and night viewing
- Utilize colors from signage palette
- Convey characteristics of downtown
- Build on existing gateways
- Be unique to the location

2.10 DOWNTOWN GATEWAY LOCATIONS

There are several opportunities for stronger gateway experiences at entry points across the downtown. Many of these locations already communicate a sense of arrival, but much could be done to make these corridors more vibrant, interesting, and welcoming as visitors enter the center city.



2.10 DOWNTOWN GATEWAYS (GATEWAYS IN PROGRESS)

Several downtown gateways have been works in progress for years and there is an opportunity to better highlight and incorporate them as part of the gateway strategy of the signage and wayfinding plan.



In the mid-2000s the City of Dayton began a series of bridge replacements across the Greater Downtown. The new bridge designs have included several placemaking and gateway elements. The work continues with Montgomery County's replacement of the Third Street bridge in 2020 - 2021.



Unique art like the Flyover Sculpture on S. Main St. could be more intentionally incorporated into a south gateway that extends from Route 35 to Fifth Street.

Private Fair on N. Main St. could be included in a gateway experience that runs from the north side of the Main St. bridge all the way to First St.

2.11 STOREFRONT SIGNAGE (PROJECTING SIGNS)

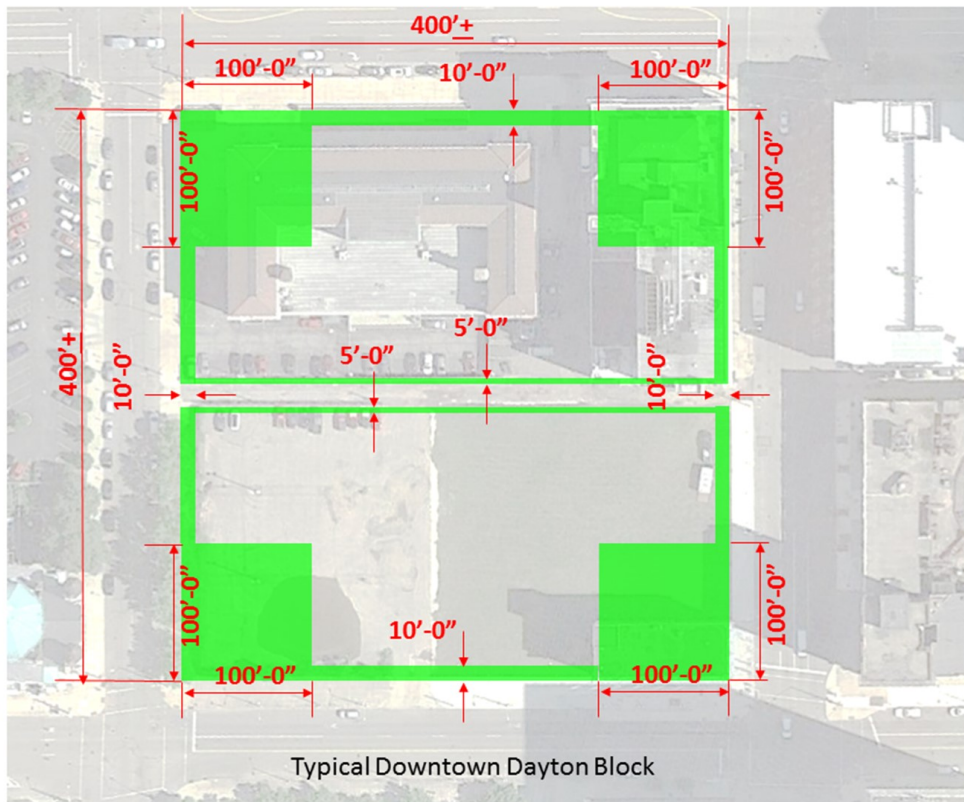
Storefront signage plays a critical role in making streetscape corridors more interesting and lively. Where feasible, projecting signage is recommended over (or in addition to) standard overhead / awning signage and storefront window signs. Projecting signs are significantly more noticeable, particularly along linear walking corridors. Providing pedestrians a visual cue that something interesting is just on the next block is an important ingredient to making a corridor truly walkable. Also helpful towards this goal are sidewalk sandwich boards, which several downtown businesses are already using effectively to increase awareness of their storefront.



2.12 DOWNTOWN PARKING

For the past 20 years, downtown parking has been migrating from inefficient, surface parking lots to mixed, multi-story parking structures through infill development and the construction of new parking facilities. Mixed-use infill on these surface lots facilitates the expansion of economic activity by leveraging the highest and best use for open land for development.

However, for the foreseeable future, parking will continue to be a downtown necessity and its accommodation must align with the overall place-based development approach outlined in this document. Where practical, multi-story parking structures should be 'tucked' behind active development, which frames street corridors with vibrant first floor uses. Primary and accessory surface parking should also contribute to street-level activity and vibrancy by following the location guidelines outlined below:



SURFACE PARKING LOCATION GUIDELINES

- No surface parking should be located within 100 feet of the right-of-way lines of any intersection in the downtown (alleys and lanes excepted)
- Surface parking should be setback a minimum of 10 feet from the back of sidewalks along street corridors
- Surface parking should have a minimum 5-foot setback from the right-of-way lines along alleys and lanes
- Landscaping and other design considerations are very important for parking lot setback areas (guidelines are outlined on the following page)

2.13 PARKING LOT SETBACK DESIGN GUIDELINES

Every sidewalk and walking path can be shaped and designed to provide a pleasant pedestrian experience, even those along the boundary of surface parking lots. If not properly accommodated, surface parking will create large gaps in walkability and the connectivity of downtown corridors. As outlined on the previous page, landscape beds for surface parking areas along major streets should have a minimum 10-foot setback (from the back of sidewalk / right-of-way line), while alleys and/ or lanes should have a minimum 5-foot setback. The following are landscaping design guidelines for these setbacks areas:

- **Fencing:** When decorative ornamental fencing is needed, the height can range up to a maximum of 6' (no minimum)
- **Screening:** Treatment of parking lot edges should be designed to screen the headlights of any parking vehicles. However, any dense shrubbery exceeding three feet in height prevents broad visibility into and through the lot and should not be permitted for maximum safety and public surveillance
- **Landscaping:** Beds may contain shrubbery that will mature and / or be maintained to a maximum of three feet in height and be combined with varieties of flowers and ground cover
- **Trees:** Trees that will mature with a spreading canopy should be planted in the landscape beds at maximum 30-foot centers between trees

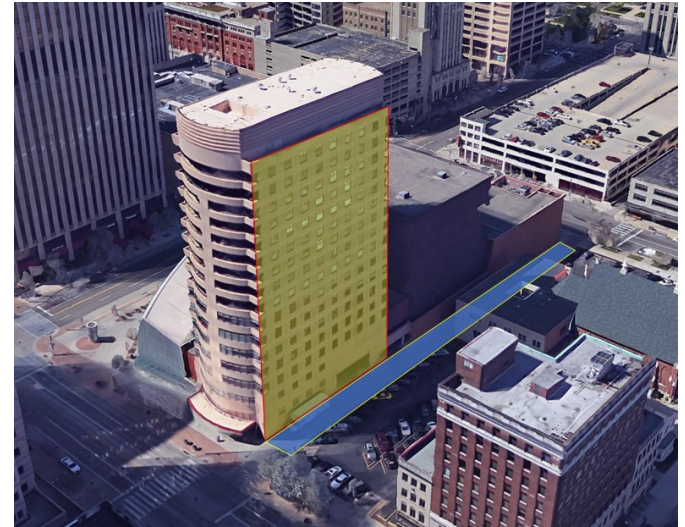


2.14 PRINCIPLES & POLICIES FOR CHANGES TO SECONDARY CORRIDORS

Adherence to the following principles and policies is important when considering modifications, additions, widenings, vacations, or closures to the secondary street system:

1. Modifications should strengthen the street-level connectivity and pedestrian continuity of the primary corridors on the specific block
2. Modifications should not disrupt the walkability and street-level activity of the primary corridor system by introducing more curb cuts on the specific block
3. Modifications should enhance the overall real estate value proposition for any present or future development in the block in which the changes are proposed. Considerations should include opportunities to create new-value facades, unrated window openings (fire separation), natural light, better pedestrian experiences, and additional building corners
4. Modifications should be part of an overall development plan for the specific block in which it is located. Closures / vacations / abandonments without a committed (i.e. adopted), long-term development plan should be discouraged
5. Any proposal for a closure / abandonment / vacation should first consider whether the same function could be accommodated through a special privilege permit with conditions, time-limited easement, or other policy instrument

Secondary corridors can be used to strategically to add value to new developments. As shown in the example on the right, potential widening or the addition of new secondary corridors can improve the overall development value proposition by creating new unrated window openings, enhanced pedestrian experiences, improved traffic flow, easier building servicing, improved safety, and new-value facades.



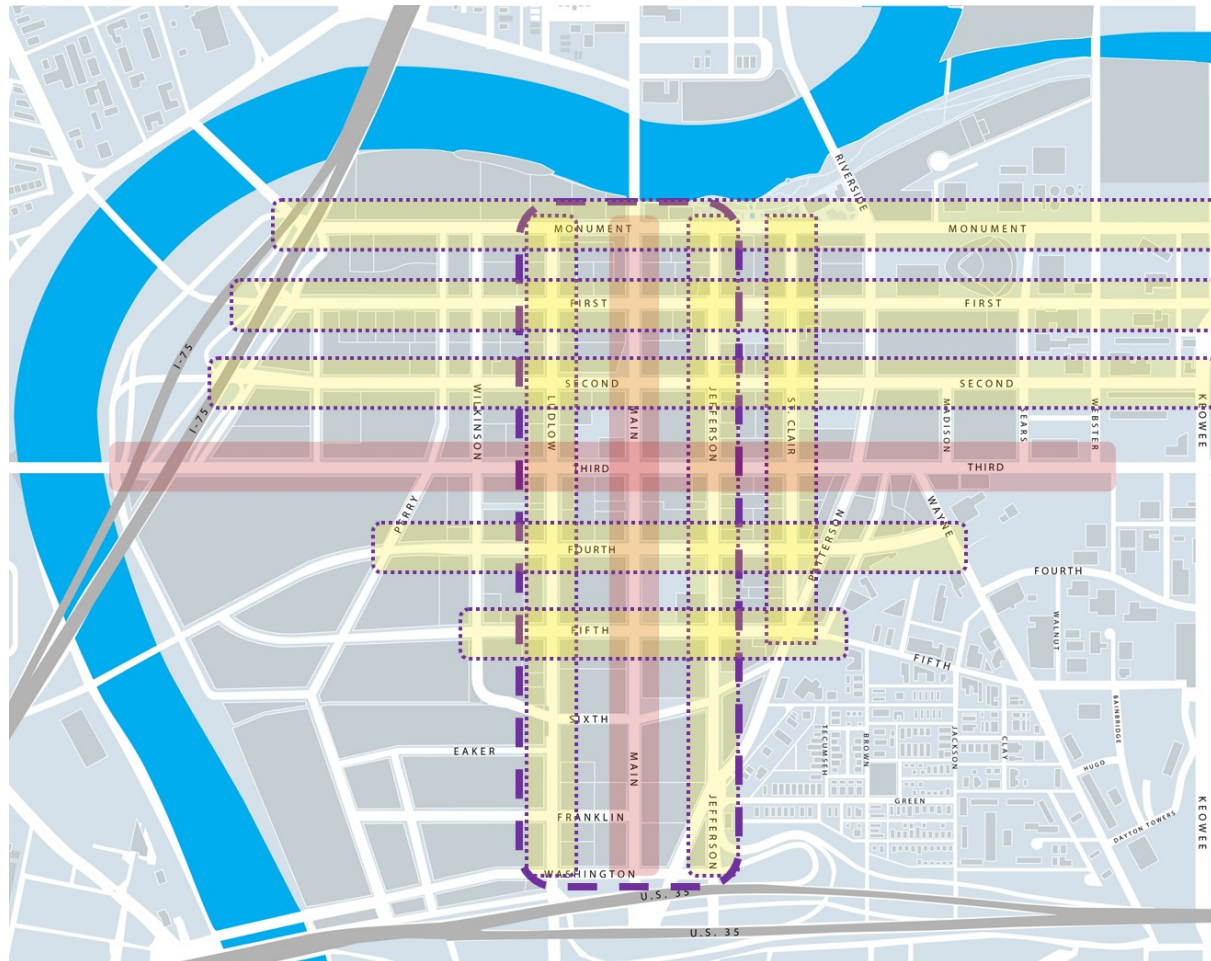
EXAMPLE: The redevelopment of the former Lazarus site to the mixed-use Schuster Center required the widening of the Boohar Lane to more than 20 feet in width to accommodate present and future unrated window openings on adjacent façades of the Schuster Tower as well as widening the Lane to facilitate modern servicing of existing and future adjacent buildings.

SECTION 3 | CORRIDOR PLANNING & DESIGN



3.1 DOWNTOWN CORRIDOR PLANNING & DESIGN

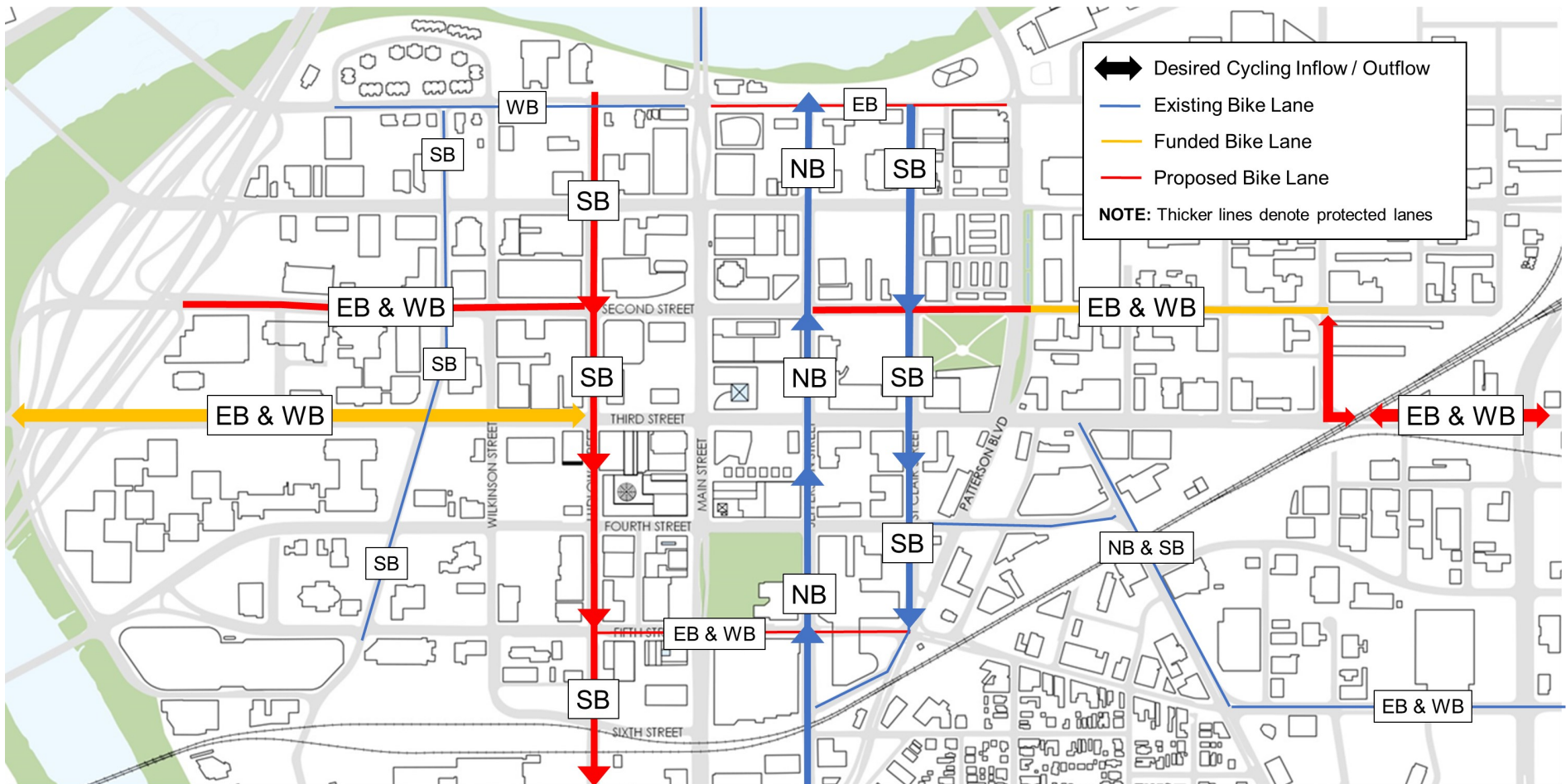
Downtown has distinct corridors along its street grid that are linked (or should be better linked) through continuity of design and a common sense of place in the public realm. These corridors serve as the guiding linkage for more detailed streetscape and transportation planning that is the subject of the second half of this document.



Detailed corridor planning and design includes: Main, Third, Ludlow, Jefferson, Monument, First, Second, Fourth, Fifth, and St. Clair streets

3.2 A DOWNTOWN CYCLING NETWORK

The corridor plans presented in this section reflect an integrated approach to build a functioning downtown cycling network of safe and comfortable bike infrastructure. Not all streets need bike lanes, but downtown should provide a logical, convenient, and well-signed network to facilitate the flow of bicyclists (and other modes of travel that rely on bike lanes) to places and destinations across the downtown. The network depicted below recommends new cycling infrastructure, recommends the upgrade of some existing bike lanes to protected bike lanes, and leverages projects already funded and in the pipeline.



3.3 THE IMPACT OF CORRIDOR DESIGN: PATTERSON BOULEVARD

Patterson Boulevard is one the best examples of corridor design and streetscape planning in the entire Dayton region. Since the construction of RiverScape, a total of \$4 million was invested in the Patterson corridor (completed in 2013) and has helped catalyze more than \$166 million in mixed-use development and other private-sector investment along Patterson and properties directly adjacent to this corridor (**a 41:1 return on investment**). These developments include hundreds of units of new housing, a new hotel, more than 50,000 square feet of office space, a renovated Main Library, and several new restaurants and entertainment destinations. Another \$100 million is in pre-development for properties along this corridor. Linking the Oregon District to the riverfront, Patterson Boulevard is one of the most walked and biked streets in the entire downtown.



3.4 DOWNTOWN CORRIDOR PLANNING - HOW TO READ THIS SECTION

The corridor concepts summarized in this section are the product of detailed visioning and planning activities between several downtown stakeholders, including representatives from the various City of Dayton departments (Planning & Community Development, Public Works, Economic Development, etc.) that help manage downtown's public realm. The proposed plan for each street reflects the development context, placemaking vision, traffic capacity and desired multimodal elements, and functional and connectivity roles that each corridor plays in the larger context of the downtown.

Each street's design inputs / considerations are summarized separately and example cross-section sketches are included for discrete blocks within the corridor. However, these blocks were not considered in isolation—rather the design elements were integrated across the entire corridor length. Those sketches are summarized in a large aerial map of the planning framework area [available for download here](#).





MAIN STREET

View looking north from Fifth Street

Photo Source: [Dayton Daily News](#)

3.5 MAIN STREET CORRIDOR



DEVELOPMENT CONTEXT

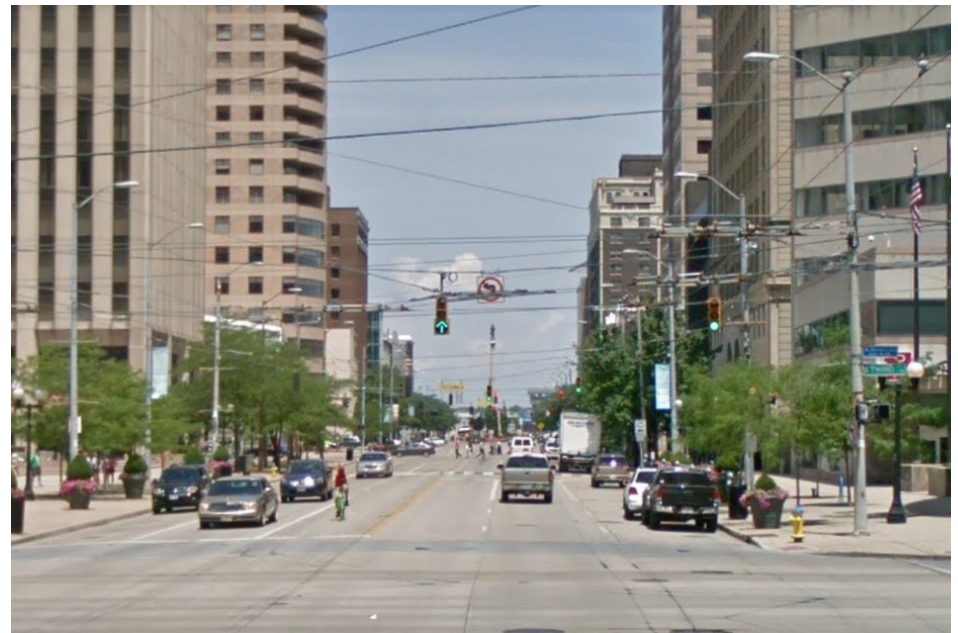
Corridor Definition: Washington St. to Monument Ave.

Traffic Capacity: 14,900 annual average daily traffic count (2014) compared to a capacity for more than 30,000

Current Assets: The Schuster Center, Victoria Theatre, Courthouse Square, Levitt Pavilion, Dayton Convention Center, Wright Stop Plaza, CareSource

Pipeline Development Projects: Dayton Arcade, Stratacache Tower, Barclay Building

Potential Future Development: Several surface parking lot infill and adaptive reuse opportunities on both sides of Main St.

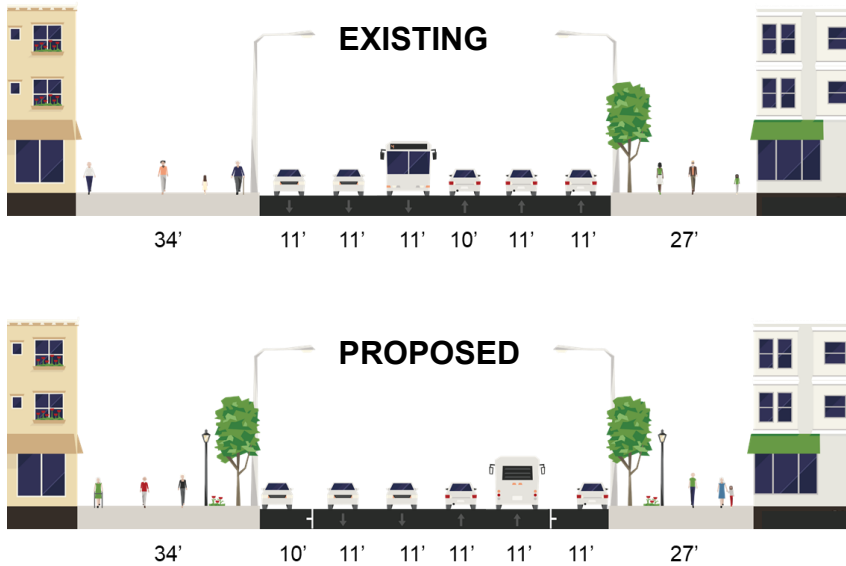


3.5 MAIN STREET CORRIDOR



	MAIN ST. DESIGN CONSIDERATIONS
FUNCTION & CONNECTIVITY	<ul style="list-style-type: none">• Major gateway street from neighborhoods north and south of downtown• Several RTA routes to and from Wright Stop Plaza• Pedestrian spine for range of downtown consumers and uses: visitors, employees, restaurants, retail, arts, entertainment, etc.
SENSE OF PLACE	<ul style="list-style-type: none">• Dayton's most iconic street; building scale, history, and density unlike anything in the entire region• Public realm is sterile-looking, very wide, and car dominant; needs beautification / color, traffic calming, and pedestrian-friendly elements• Significant development potential for additional restaurants and retail; could become a continuous storefront corridor from Levitt to the river• Main Street north of Third has a strong sense of place as a performing arts corridor

3.5 MAIN STREET / NORTH OF SIXTH ST. (AADT: 14,900 IN 2014)



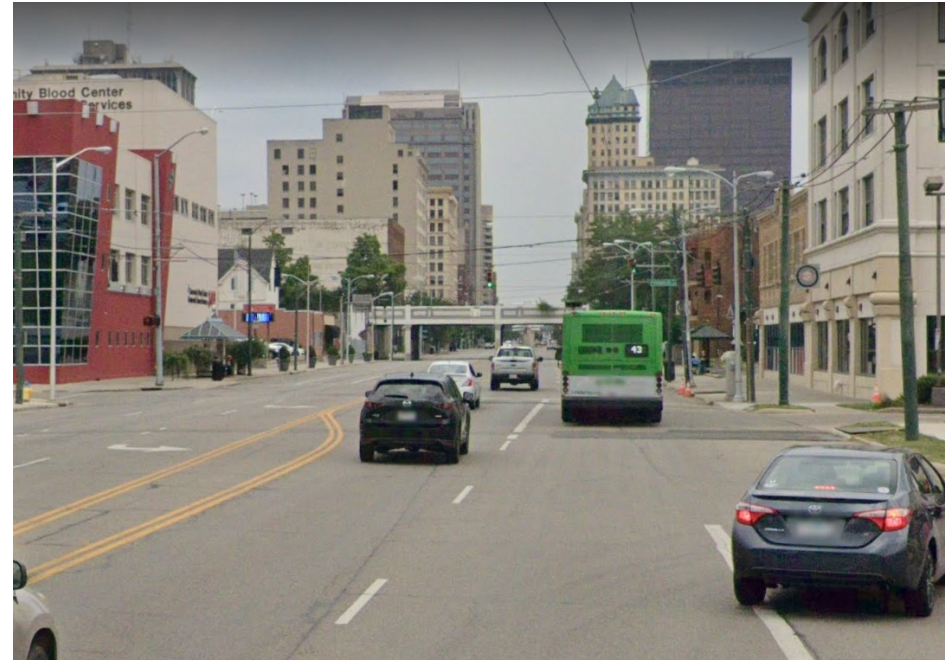
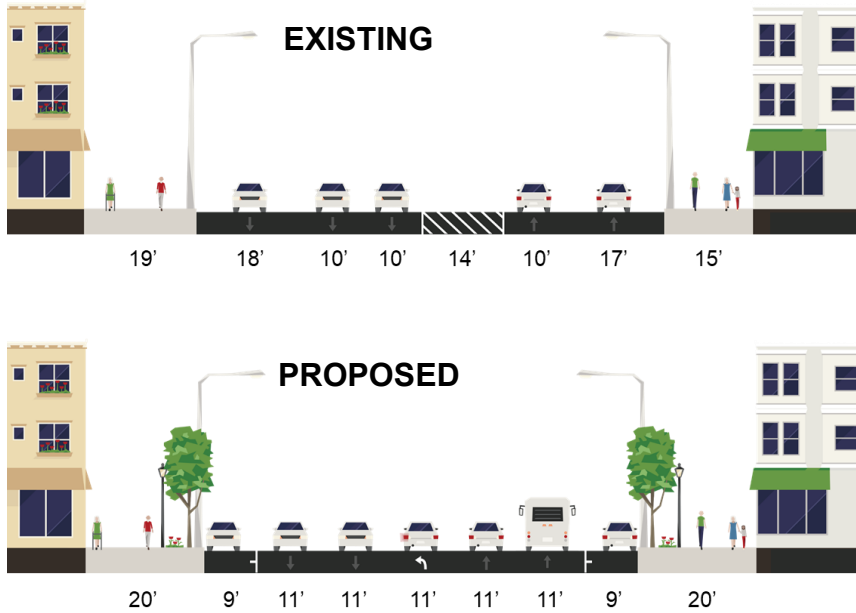
Highlights:

- Remove lanes and add on-street parking
- More street trees
- Pedestrian lighting
- Planting beds



Main Street: North of Sixth Street

3.5 MAIN STREET / SOUTH GATEWAY (AADT: 14,900 IN 2014)



Highlights:

- Road diet and widened sidewalks
- Remove lanes and add on-street parking
- More street trees, pedestrian lighting, and planting beds



Main Street: South Gateway



JEFFERSON STREET

View looking north from Fifth Street



3.6 JEFFERSON STREET CORRIDOR



DEVELOPMENT CONTEXT

Corridor Definition: Sixth St. to Monument Ave.

Traffic Capacity: 5,550 annual average daily traffic count (2016) compared to a capacity for more than 20,000

Current Assets: Levitt Pavilion, Dayton Convention Center, RiverScape, CareSource

Pipeline Development Projects: Fire Blocks, Stratacache Tower

Potential Future Development: Several surface parking lot infill and adaptive reuse opportunities on both sides of Jefferson, continued renovations and activation of Oregon District garage

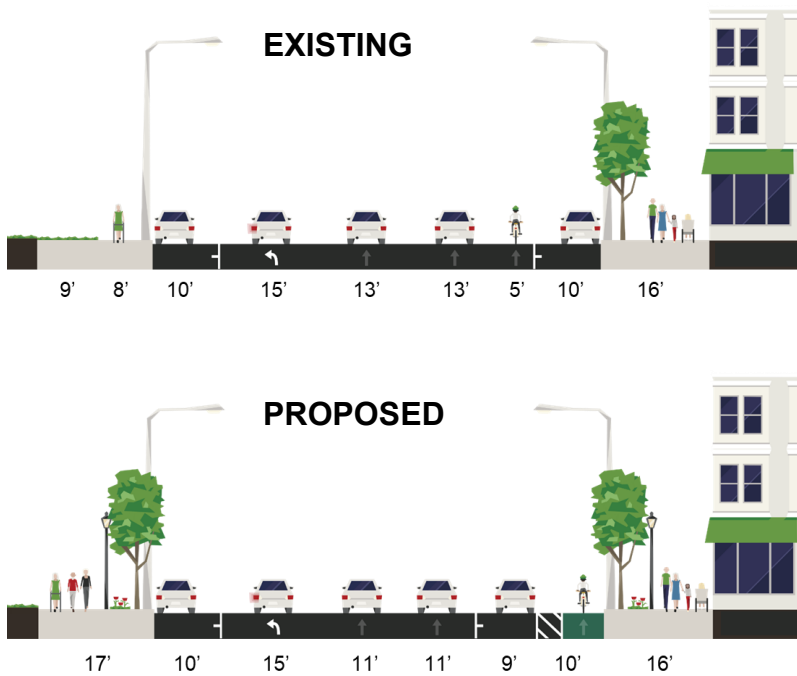


3.6 JEFFERSON STREET CORRIDOR



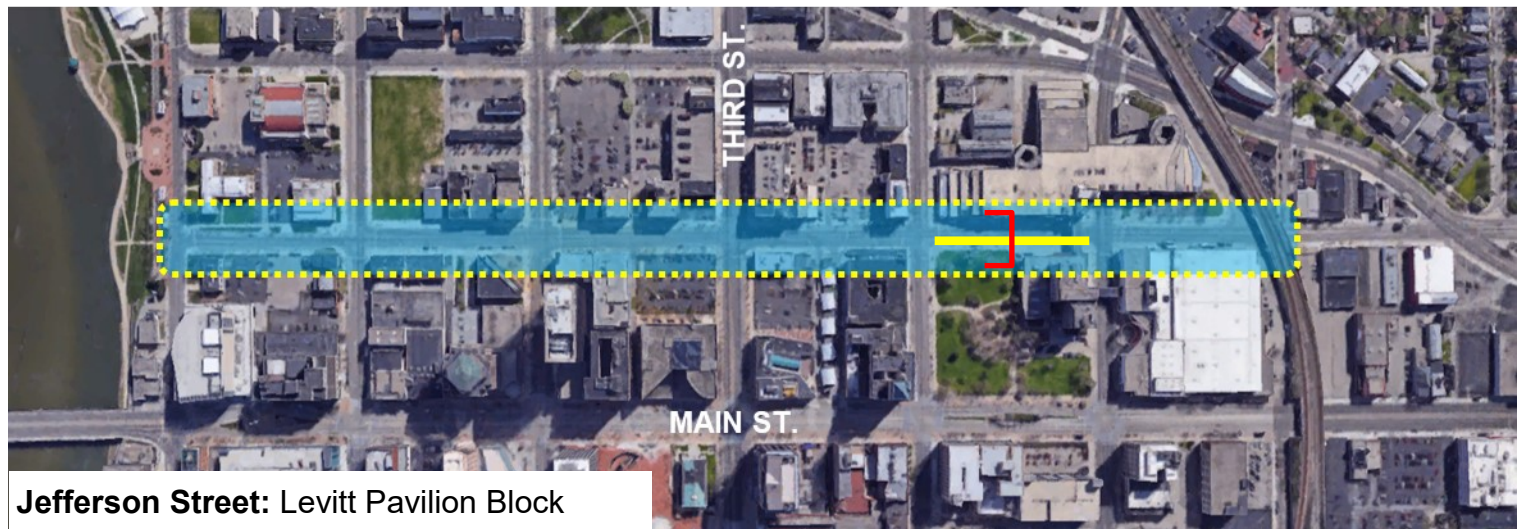
	JEFFERSON DESIGN CONSIDERATIONS
FUNCTION & CONNECTIVITY	<ul style="list-style-type: none"> • RTA routes to Third St. and Monument • Major northbound gateway from the south suburbs and U.S. Route 35 • Northbound bike route for cyclists entering downtown from Brown / Warren and UD; also cyclists going to the CBD and RiverScape / bike trail from the Oregon District • Could serve as a major pedestrian artery between Levitt, Fire Blocks, and RiverScape, and Oregon District to the downtown core • Desire better cross-street connectivity for developments on each side of Jefferson
SENSE OF PLACE	<ul style="list-style-type: none"> • Currently sterile-looking, very wide, and car dominant; needs beautification / color, traffic calming, and pedestrian-friendly elements • Significant development potential for restaurants and retail on Jefferson; could become a continuous storefront corridor from Levitt to RiverScape

3.6 JEFFERSON STREET / LEVITT BLOCK (AADT: 5,550 IN 2016)



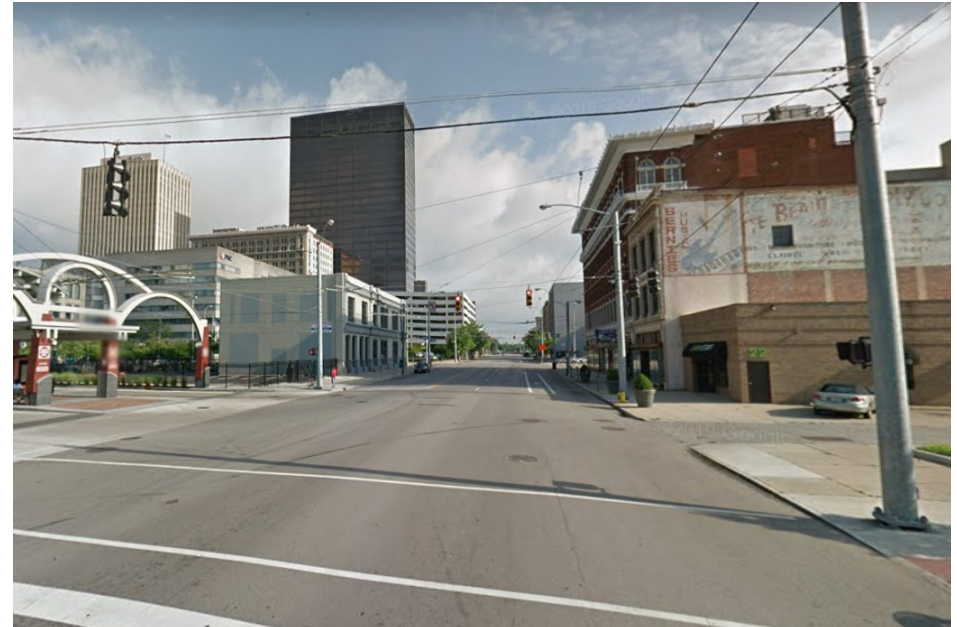
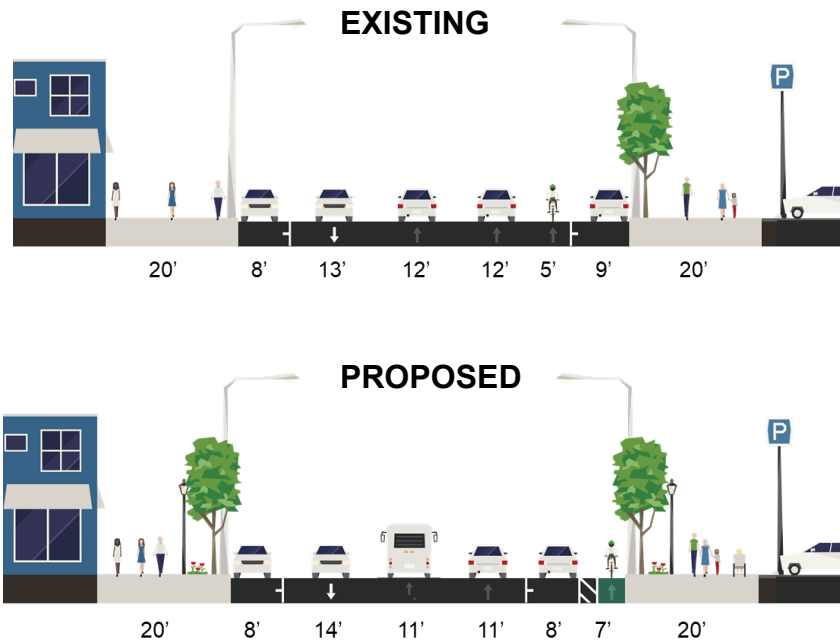
Highlights:

- Smaller lanes
- Upgrade to protected bike lane
- More street trees
- Pedestrian lighting
- Planting beds



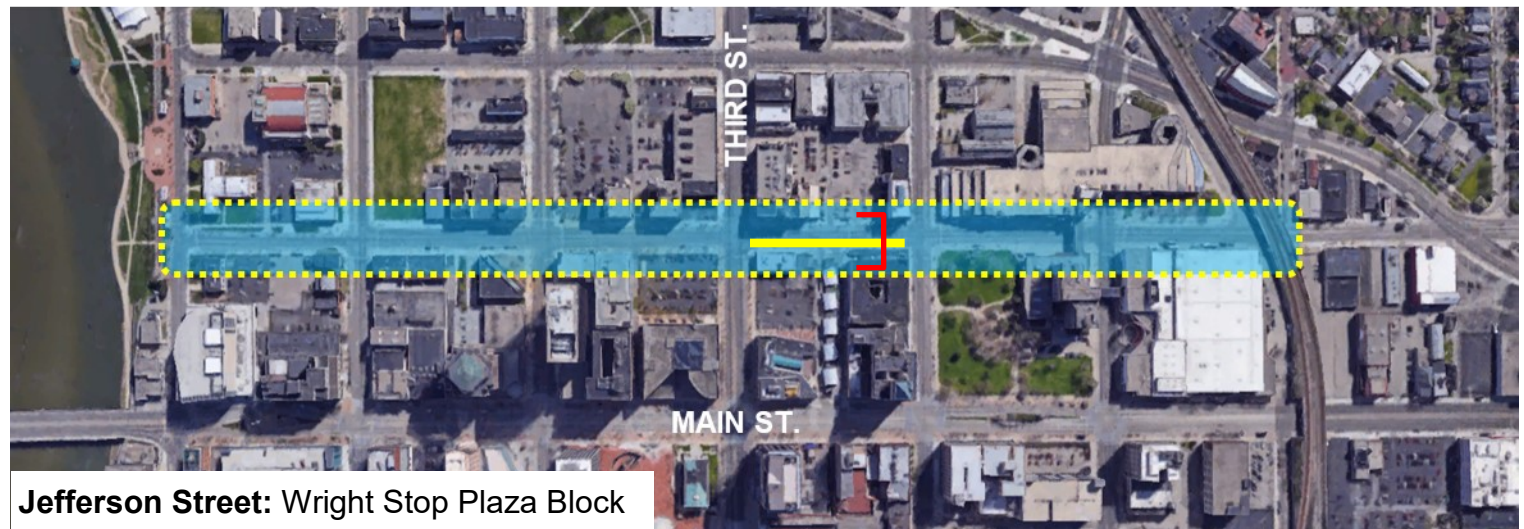
Jefferson Street: Levitt Pavilion Block

3.6 JEFFERSON STREET / WRIGHT STOP PLAZA BLOCK (AADT: 5,550 IN 2016)



Highlights:

- Smaller lanes
- Upgrade to protected bike lane
- More street trees
- Pedestrian lighting
- Planting beds



Jefferson Street: Wright Stop Plaza Block

LUDLOW STREET

View looking north from Fifth Street



3.7 LUDLOW STREET CORRIDOR



DEVELOPMENT CONTEXT

Corridor Definition: Washington St. to Monument Ave.

Traffic Capacity: 8,232 annual average daily traffic count (2016) compared to a capacity for more than 20,000

Current Assets: City Hall, Schuster Center, Chaminade Julianne

Pipeline Development Projects: Dayton Arcade, Grant Deneau Tower, Graphic Arts Building

Potential Future Development: former Dayton Daily News site (Fourth & Ludlow) and several other infill and adaptive reuse opportunities up and down Ludlow corridor

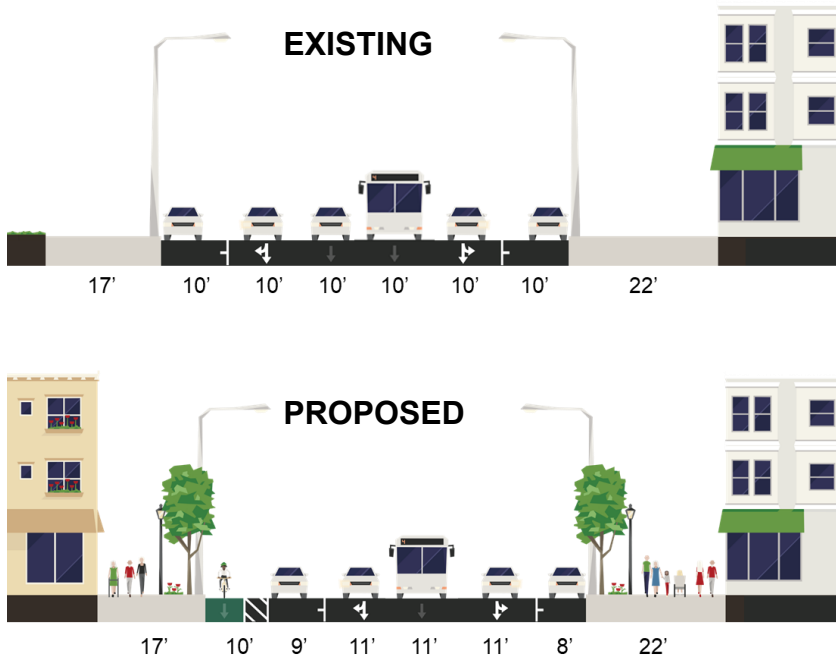


3.7 LUDLOW STREET CORRIDOR



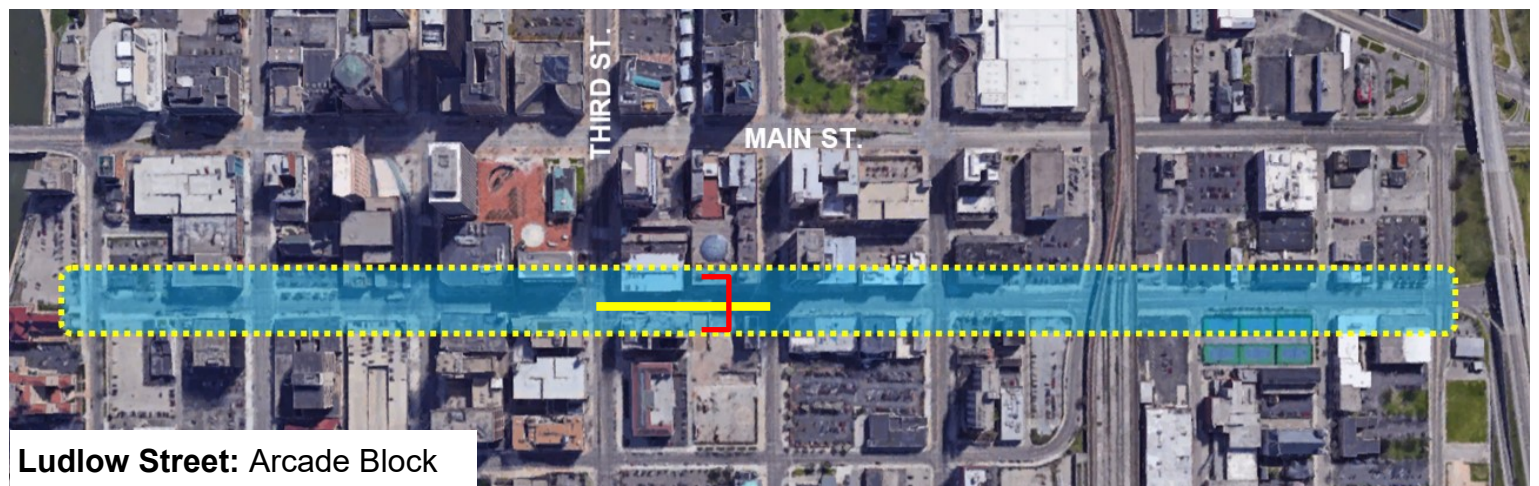
	LUDLOW DESIGN CONSIDERATIONS
FUNCTION & CONNECTIVITY	<ul style="list-style-type: none"> • RTA routes to Third and Fourth St. • Primary southbound downtown “exit” street to U.S. 35, I-75, and the south suburbs • Envisioned as a future southbound cycling route for bicyclists west of Main St. • Could serve as pedestrian artery for future developments west of Main St. (between the river, the Schuster Center, and the Arcade) • Connections to the SW quadrant of downtown: Washington St., CJ, the bike path, etc. • Eventual connections to development in Midtown / Fairgrounds • Desire better cross-street connectivity for developments on each side of Ludlow
SENSE OF PLACE	<ul style="list-style-type: none"> • Currently sterile-looking, very wide, and car dominant; needs beautification / color, traffic calming, and pedestrian-friendly elements • Should calm traffic and feel more like a local street until at least south of Sixth Street

3.7 LUDLOW STREET / ARCADE BLOCK (AADT: 8,232 IN 2016)



Highlights:

- Remove at least one traffic lane
- Protected bike lane
- Street trees
- Pedestrian lighting
- Planting beds



Ludlow Street: Arcade Block

THIRD STREET

Corner of Third & Main looking south

Photo Source: [Dayton Daily News](#)



3.8 THIRD STREET CORRIDOR



DEVELOPMENT CONTEXT

Corridor Definition: I-75 to Webster St.

Traffic Capacity: 9,360 annual average daily traffic count (2016) compared to a capacity for more than 30,000

Current Assets: Main East / West artery, Courthouse Square, Main Library, County / City civic buildings

Pipeline Development Projects: Fire Blocks, E. Third St. corridor, Dayton Arcade

Potential Future Development: Surface parking lot infill opportunities east and west of Main St., Dayton Riverfront Plan linkages, connections to momentum in West and East Dayton on Third St.

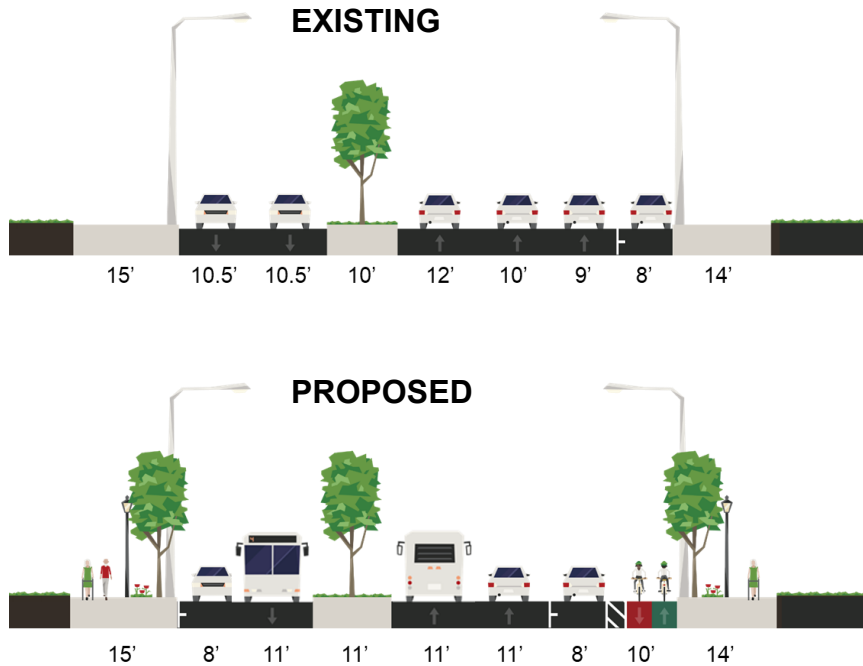


3.8 THIRD STREET CORRIDOR



	THIRD ST. DESIGN CONSIDERATIONS
FUNCTION & CONNECTIVITY	<ul style="list-style-type: none"> • Major gateway and linkage to neighborhoods west and east of downtown • Primary artery for RTA routes turning between Jefferson and Third; also Ludlow and Third • With the cycling projects on West Third and Third St. Bridge, will function as a cycling corridor into downtown to the proposed bicycle infrastructure on Ludlow • Will provide an important future pedestrian connection to Sunrise and Sunset parks as part of Dayton Riverfront Plan • In the future, should better support the shopping / first floor activity in areas like the Fire Blocks and the Dayton Arcade by better connecting both sides of the street
SENSE OF PLACE	<ul style="list-style-type: none"> • Currently sterile-looking, very wide, and car dominant; needs beautification / color, traffic calming, and pedestrian-friendly elements • Should provide a more inviting pedestrian corridor from Sinclair's campus, through the CBD, to Webster Station

3.8 THIRD STREET / WEST OF LUDLOW (AADT: 9,360 IN 2016)

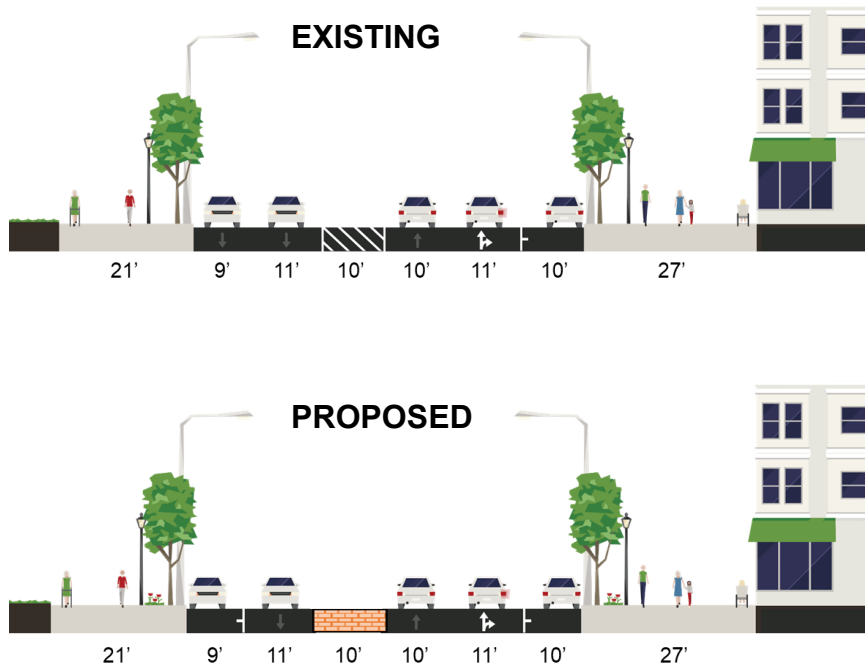


Highlights:

- Remove two lanes
- Add on-street parking
- Protected two-way cycle track
- More street trees and planting beds
- Pedestrian lighting

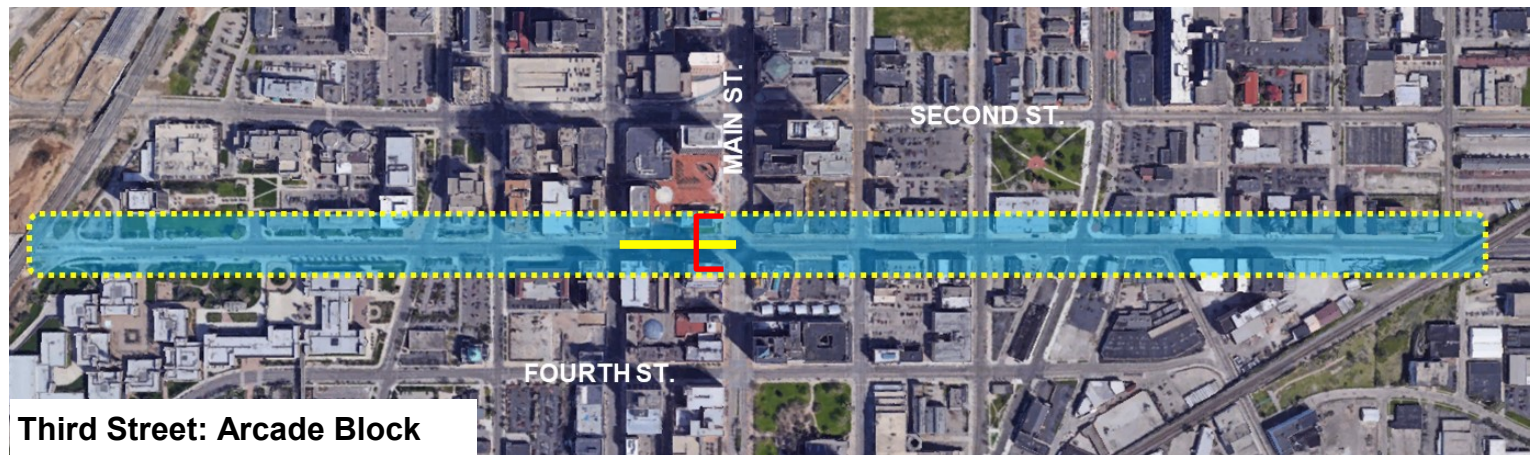


3.8 THIRD STREET / ARCADE BLOCK (AADT: 9,900 IN 2014)

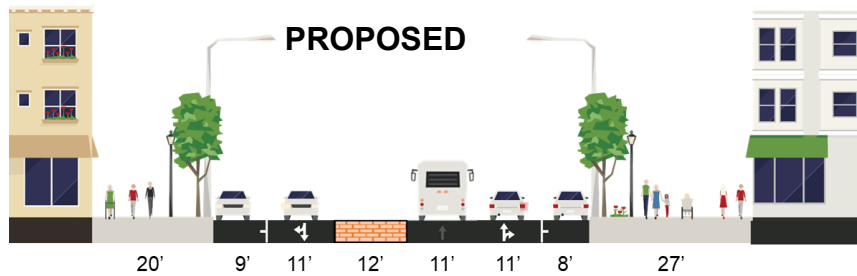
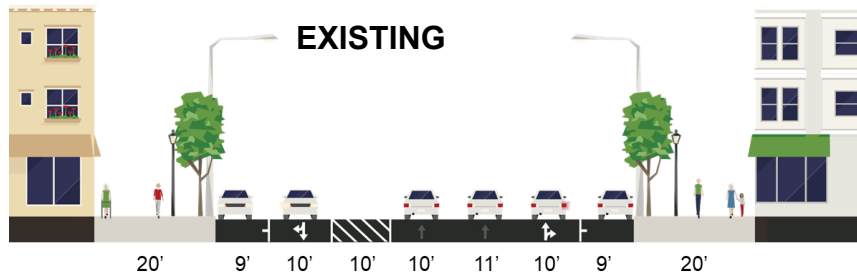


Highlights:

- Remove one lane
- Add on-street parking on north side
- Stamped-concrete center median
- Planting beds



3.8 THIRD STREET / FIRE BLOCKS (AADT: 9,900 IN 2014)



Highlights:

- Remove one lane
- Stamped-concrete center median
- Expanded sidewalk and planting beds on south side of block





FOURTH STREET

View looking west at the corner of Fourth & Jefferson

Photo Source: [Daytonology](#)

3.9 FOURTH STREET CORRIDOR



DEVELOPMENT CONTEXT

Corridor Definition: Perry St. to Wayne Ave.

Traffic Capacity: 5,400 annual average daily traffic count (2014) compared to a capacity for more than 18,000

Current Assets: Gateway street to Sinclair's campus, Levitt Pavilion Dayton

Pipeline Development Projects: Dayton Arcade, Fire Blocks, Grant Deneau Tower

Potential Future Development: Centre City, former Dayton Daily News site (Fourth & Ludlow) and additional infill and adaptive reuse opportunities west of Ludlow

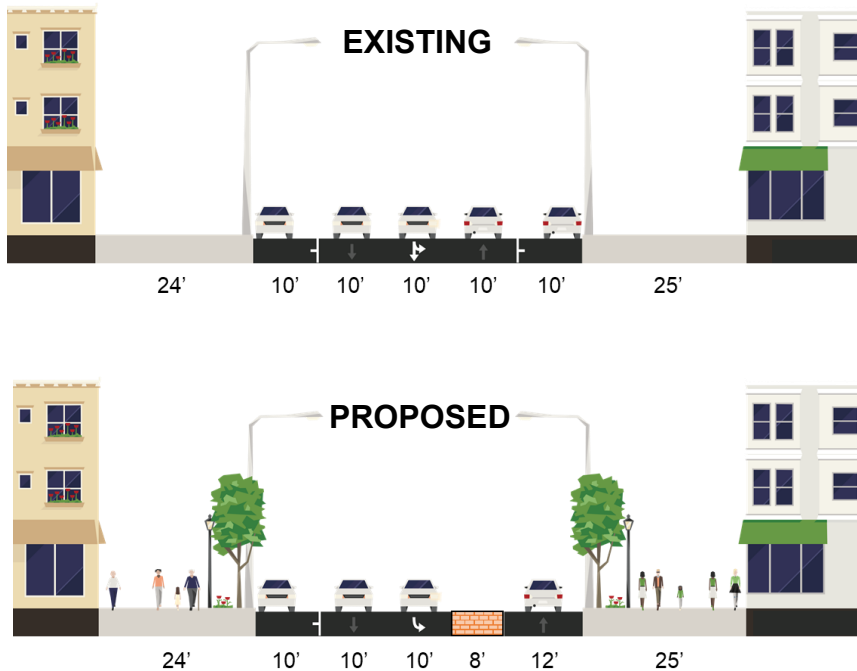


3.9 FOURTH STREET CORRIDOR



	FOURTH ST. DESIGN CONSIDERATIONS
FUNCTION & CONNECTIVITY	<ul style="list-style-type: none"> • Major gateway street to Sinclair's campus • Functions like a local street; design elements should reinforce that function • Could be a primary pedestrian corridor connecting Sinclair to the core and the eastern part of the downtown • Desire better north / south pedestrian connectivity on the Arcade and Levitt blocks • Could be very bikeable; not from dedicated infrastructure, but because Fourth St. functions like a calm / neighborhood street
SENSE OF PLACE	<ul style="list-style-type: none"> • Currently sterile-looking and car dominant; needs beautification / color, traffic calming, and pedestrian-friendly elements (design inspiration is Gay Street in downtown Columbus) • Should provide a more inviting pedestrian corridor from Sinclair's campus, to the Arcade, Levitt, and eastern part of the downtown

3.9 FOURTH STREET / ARCADE BLOCK (AADT: 5,400 IN 2014)



Highlights:

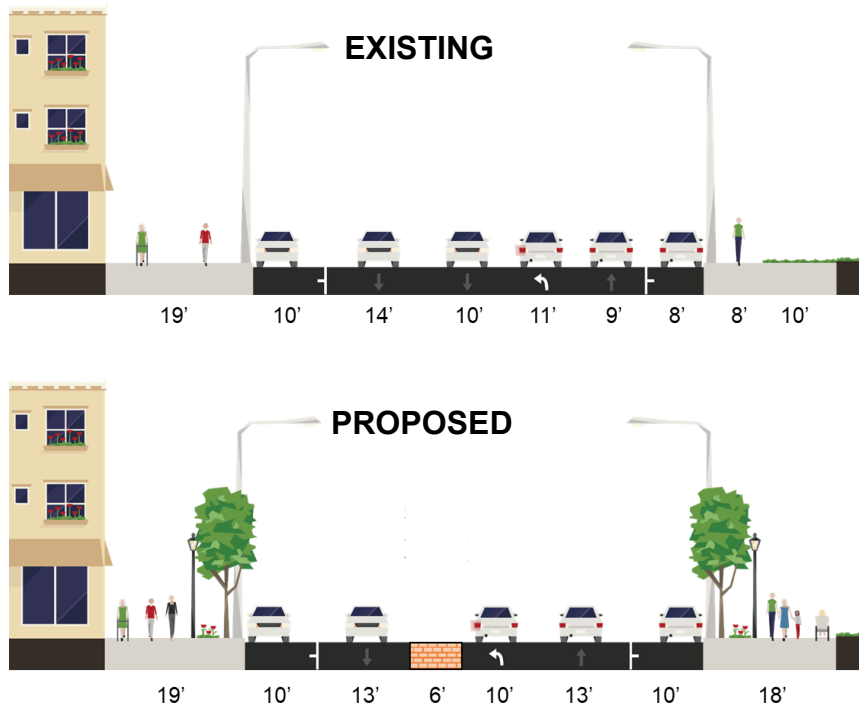
- Remove one lane
- Stamped-concrete center median
- Planting beds, pedestrian lighting on both sides of block



Fourth Street: Arcade Block

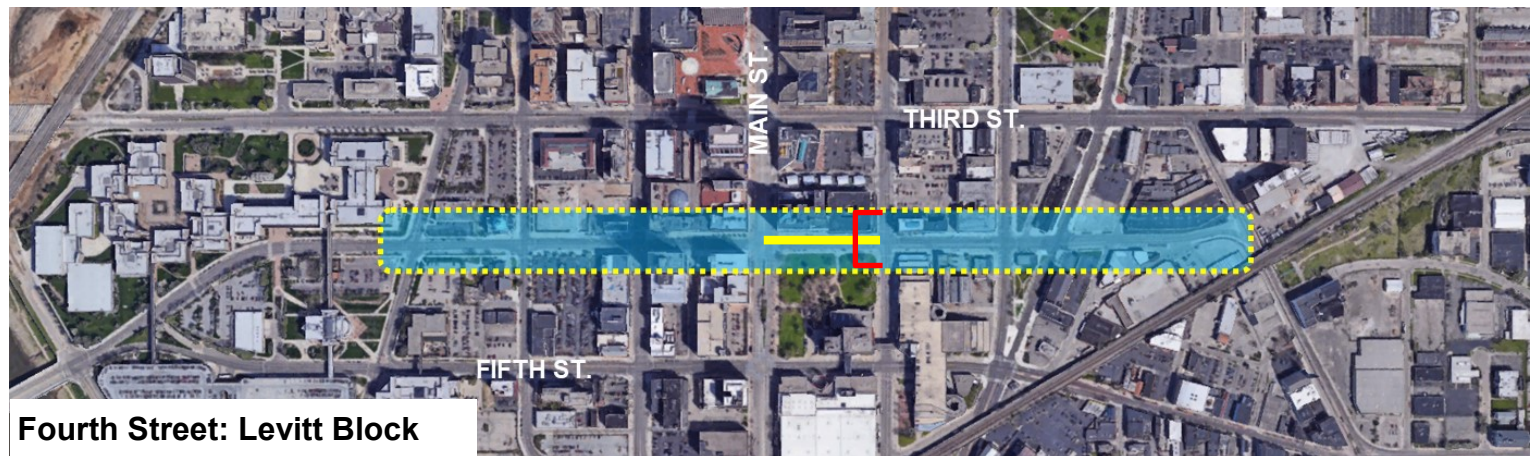


3.9 FOURTH STREET / LEVITT BLOCK (AADT: 5,400 IN 2014)



Highlights:

- Remove one lane
- Stamped-concrete center median
- Planting beds, pedestrian lighting on both sides of block



Fourth Street: Levitt Block

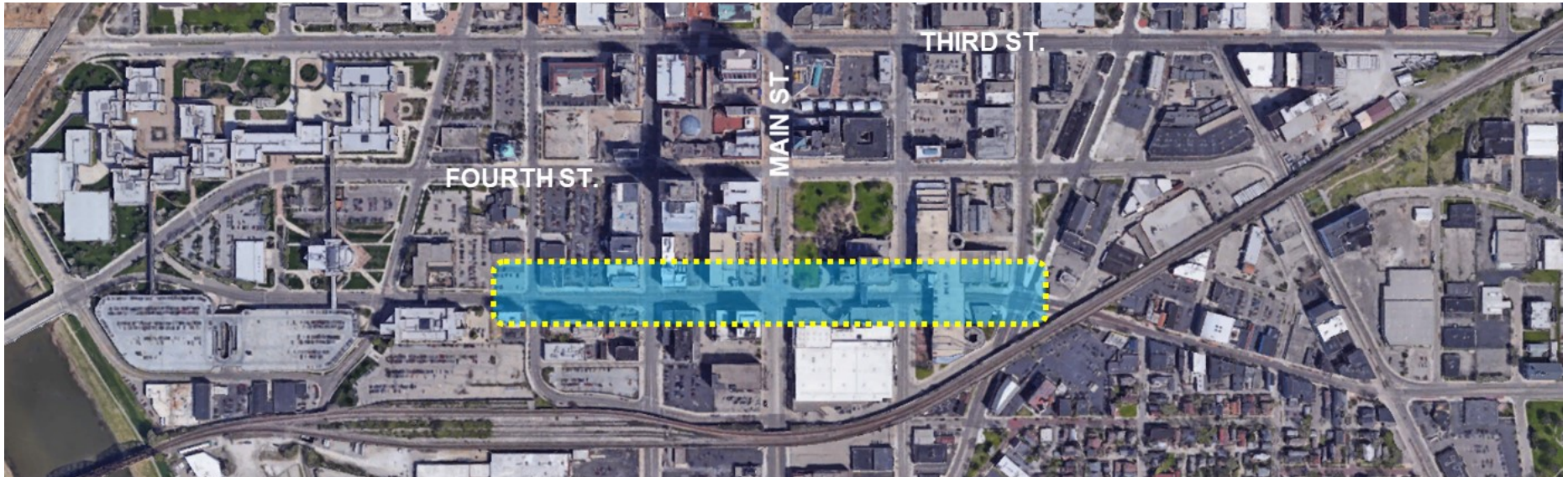


FIFTH STREET

View looking southwest at Wilkinson



3.9 FIFTH STREET CORRIDOR



DEVELOPMENT CONTEXT

Corridor Definition: Wilkinson to Patterson Blvd.

Traffic Capacity: Capacity for more than 20,000 AADT

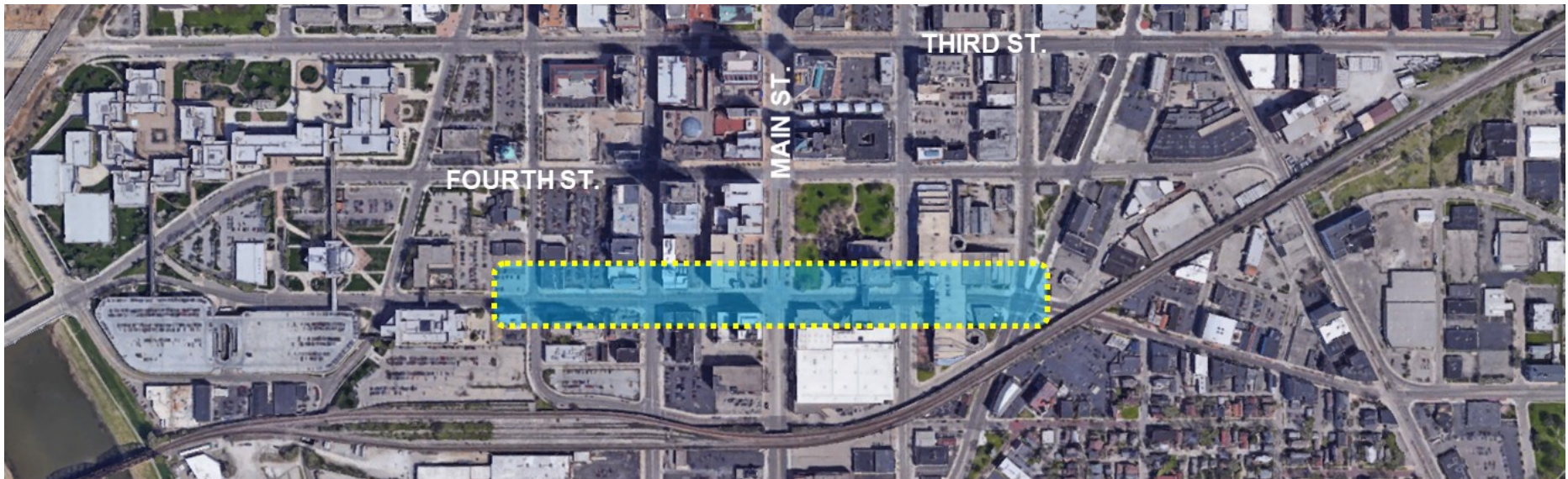
Current Assets: Sinclair College, Dayton Convention Center, Levitt Pavilion, Oregon District, Oregon District Garage

Pipeline Development Projects: Reed-Steffan Building, Fidelity Building

Potential Future Development: Several infill and adaptive reuse opportunities along the Fifth St. corridor; continued improvements and first floor activation of the Oregon District Garage

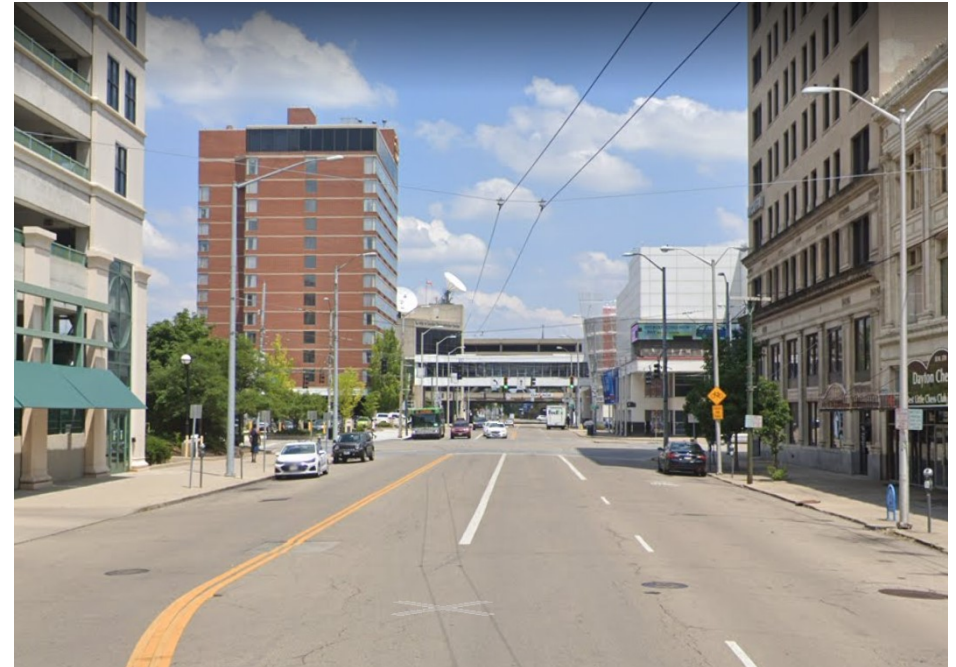
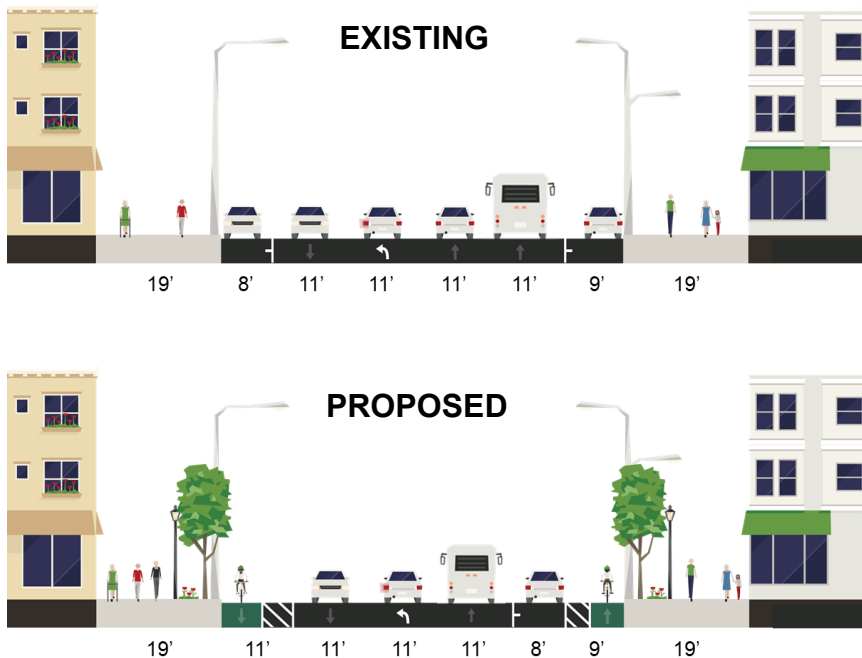


3.9 FIFTH STREET CORRIDOR



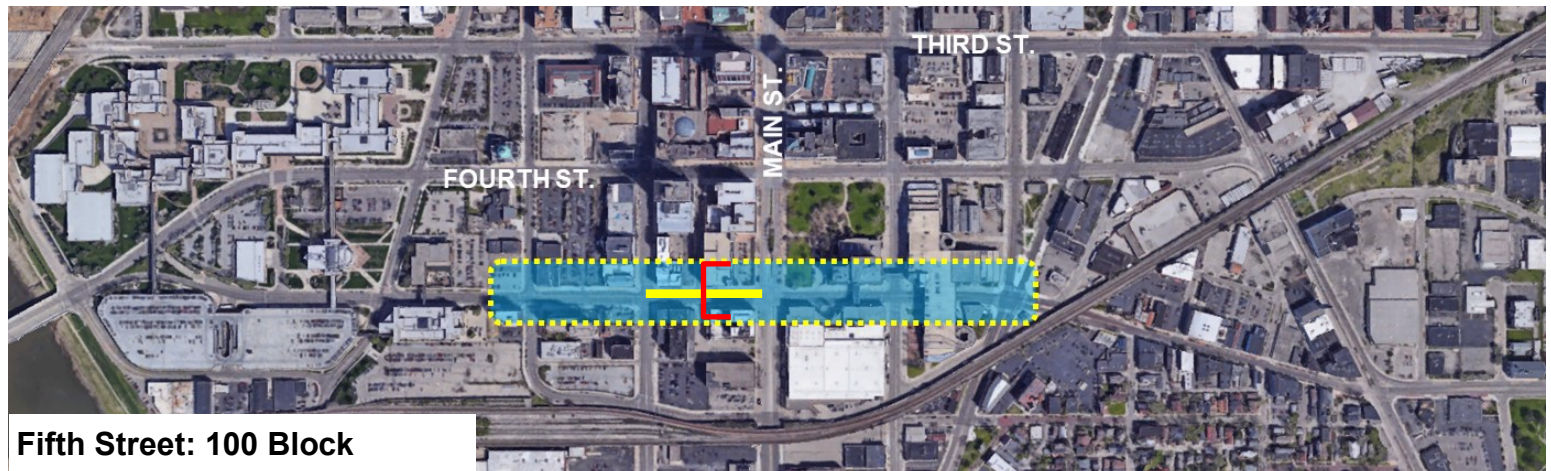
	FIFTH ST. DESIGN CONSIDERATIONS
FUNCTION & CONNECTIVITY	<ul style="list-style-type: none"> • Important connecting street and pedestrian artery between Sinclair, the Convention Center, Levitt Pavilion, and the Oregon District • Given the one-way section of Fifth west of Wilkinson, Fifth functions more like a local street in this part of downtown • With the addition of bike infrastructure, Fifth St. could serve as the primary east / west cycling corridor in the south half of downtown (from Ludlow protected lane to Oregon District / Oregon District to Jefferson protected lane)
SENSE OF PLACE	<ul style="list-style-type: none"> • Currently sterile-looking and car dominant; needs beautification / color, traffic calming, narrowing, and pedestrian-friendly elements • Sense of place is dominated by properties along the corridor that currently inhibit walking connections: e.g. Convention Center, Oregon District Garage, blank streetwalls, etc.— future investment / development must address these walkability gaps

3.9 FIFTH STREET / TERRA COTTA DISTRICT BLOCK



Highlights:

- Remove one lane
- Addition of bike lanes on both sides
- More street trees
- Planting beds, pedestrian lighting on both sides



Fifth Street: 100 Block



SECOND STREET

View looking east from Jefferson St.



3.9 SECOND STREET CORRIDOR



DEVELOPMENT CONTEXT

Corridor Definition: I-75 to Webster St.

Traffic Capacity: 8,100 annual average daily traffic count (2014) compared to a capacity for more than 20,000

Current Assets: 2nd Street Market, Schuster Center, Cooper Park, 444 E. Second St., numerous housing units

Pipeline Development Projects: Stratacache Tower, Water Street / Delco Phase Two

Potential Future Development: Several infill and adaptive reuse opportunities along the Second St. corridor

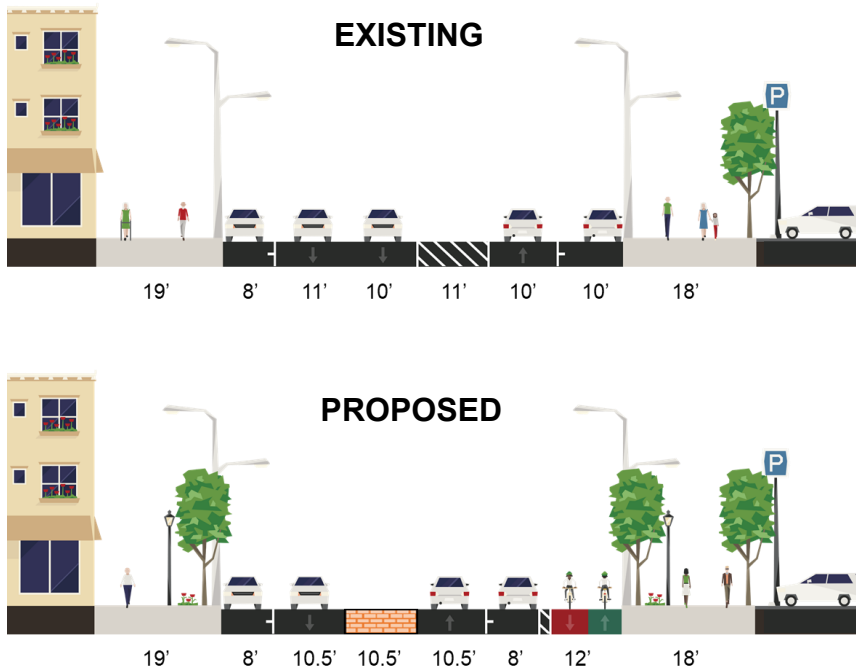


3.9 SECOND STREET CORRIDOR



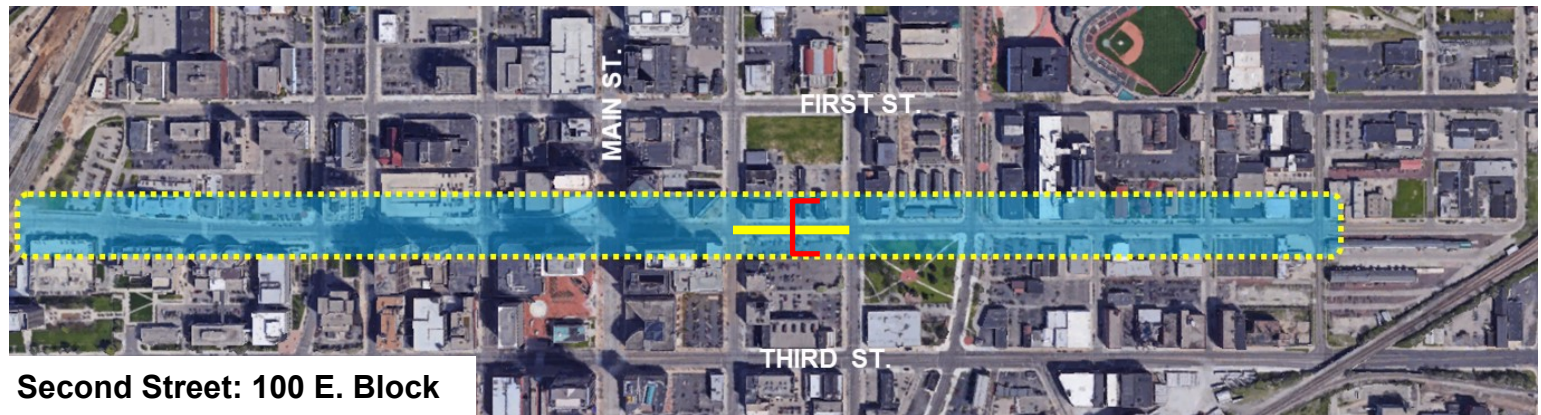
	SECOND ST. DESIGN CONSIDERATIONS
FUNCTION & CONNECTIVITY	<ul style="list-style-type: none"> • East of Main, Second functions like a local street; if you're using Second, you're likely going somewhere within the downtown • West of Main, Second primarily serves I-75 access and government building functions • East Second serves walking and biking connections between the CBD and Webster Station – it's the walking corridor of choice • East Second will soon have a protected cycle track that will serve as the main east / west bike connector on the east side of downtown
SENSE OF PLACE	<ul style="list-style-type: none"> • East of Main St., Second has a neighborhood feel; future development and improvements to Second should leverage this sense of place • Between Perry and Jefferson, the building scale on Second gives it a bigger city feel • West of Perry, Second is very sterile, wide, car dominant, and needs traffic calming, narrowing, and beautification elements to set the stage for future development

3.9 SECOND STREET / 100 EAST BLOCK (AADT: 8,100 IN 2014)



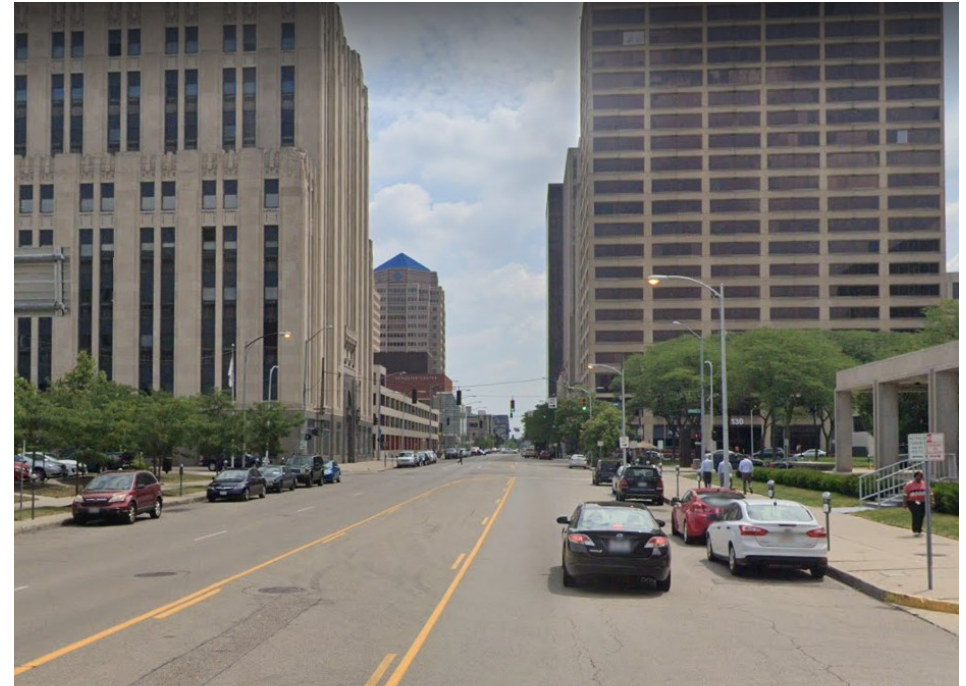
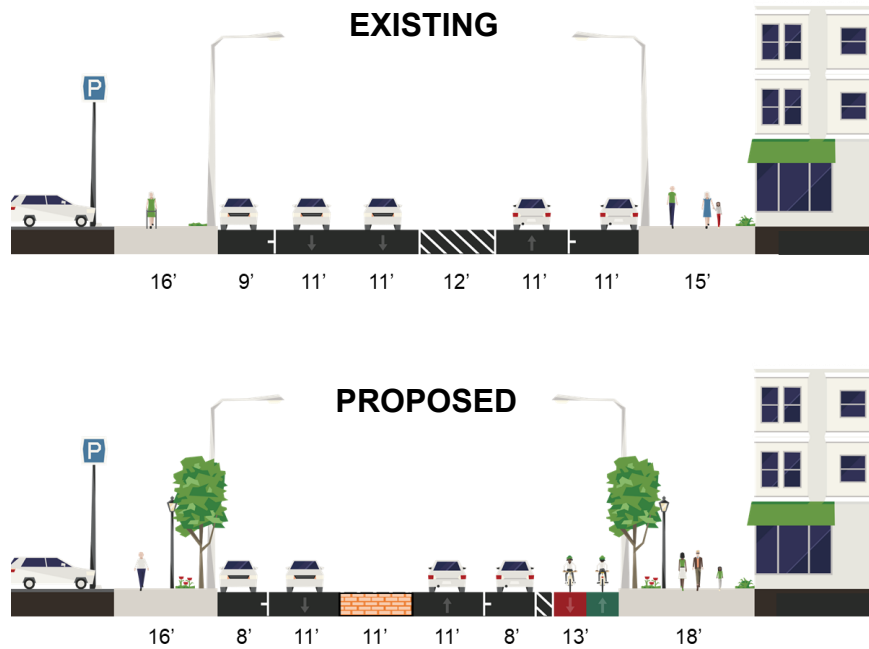
Highlights:

- Stamped-concrete center median
- Street trees, planting beds, pedestrian lighting
- Eliminate one lane and add cycle track



Second Street: 100 E. Block

3.9 SECOND STREET / 300 WEST BLOCK (AADT: 5,400 IN 2019)



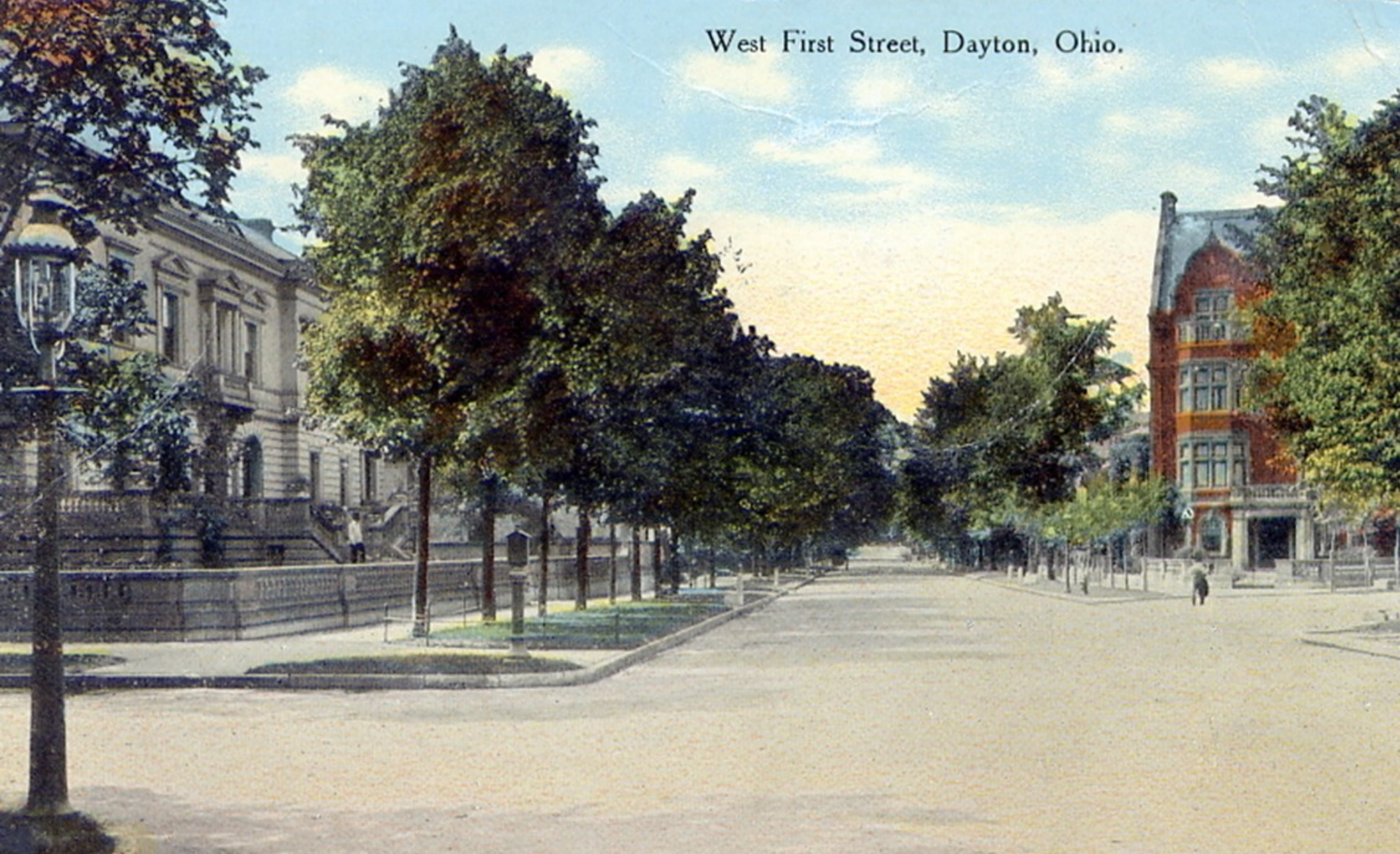
Highlights:

- Stamped-concrete center median
- Widen south sidewalk, street trees, planting beds, pedestrian lighting
- Eliminate one lane and add cycle track



Second Street: 300 W. Block

West First Street, Dayton, Ohio.



FIRST STREET

View looking west from Perry and W. First St.

3.10 FIRST STREET CORRIDOR



DEVELOPMENT CONTEXT

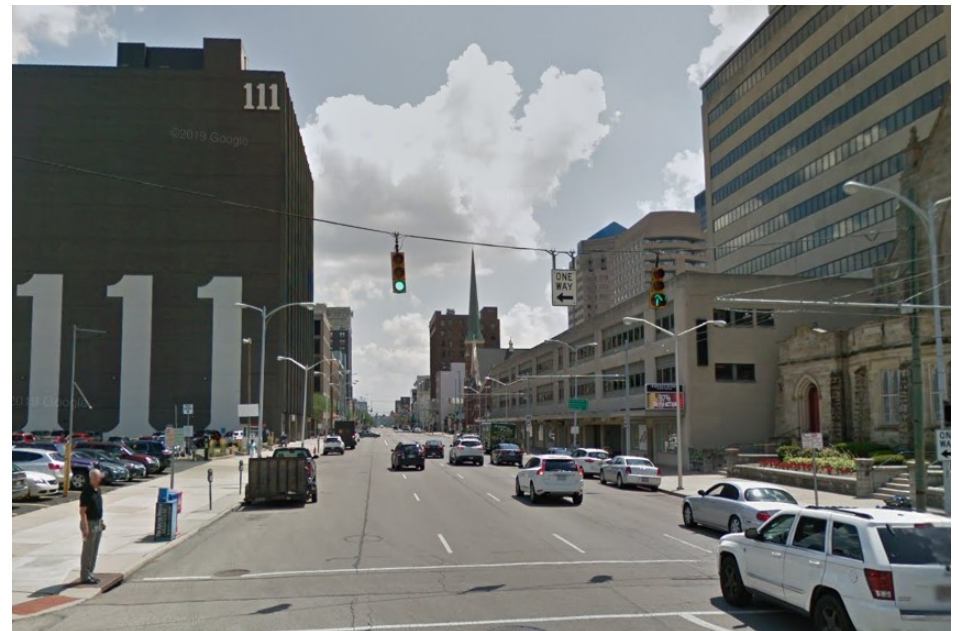
Corridor Definition: I-75 to train overpass

Traffic Capacity: 15,246 annual average daily traffic count (2018) compared to a capacity for more than 30,000

Current Assets: Fifth Third Field, Victoria Theatre, Memorial Hall

Pipeline Development Projects: Barclay Hotel, Water Street / Delco Phase Two, Centerfield Flats

Potential Future Development: Several surface parking lot infill and adaptive reuse opportunities across the entire First St. Corridor

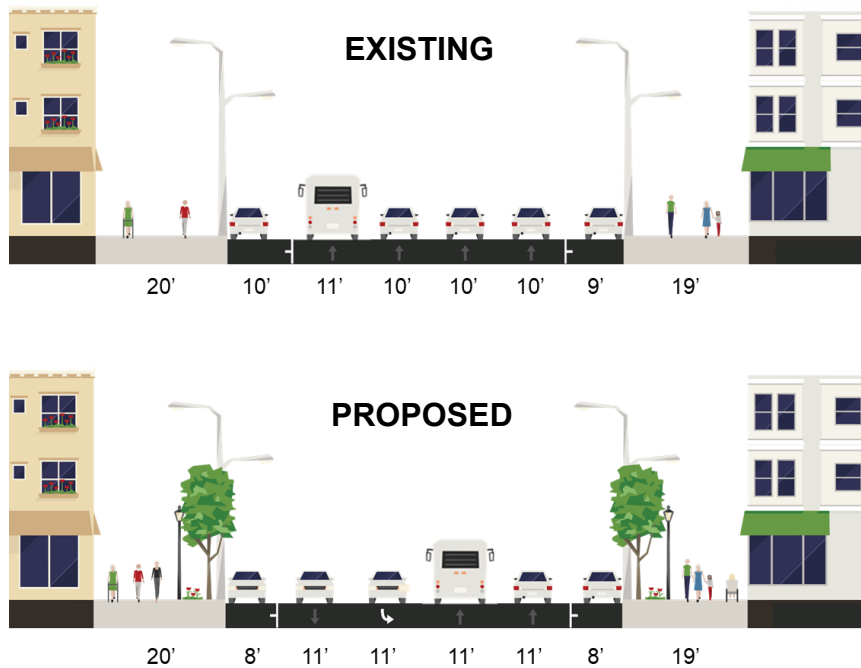


3.10 FIRST STREET CORRIDOR



	FIRST ST. DESIGN CONSIDERATIONS
FUNCTION & CONNECTIVITY	<ul style="list-style-type: none"> • Functionality is confusing given switches between one-way and two-way traffic —vision is to make First St. two-way from I-75 to Patterson Blvd. • Future design should provide better connectivity along the corridor and for north / south side of street—very wide and unfriendly to pedestrians • Given light progression, primarily serves EB traffic; should be reconsidered in context with future changes to Second St. and Monument
SENSE OF PLACE	<ul style="list-style-type: none"> • Currently sterile-looking and car dominant; needs beautification / color, traffic calming, and pedestrian-friendly elements • Corridor segments have (or could have) unique feel: I-75 to Ludlow and St. Clair to Patterson (residential), core of downtown (mix of uses), east of Patterson (Fifth Third Field / mix of uses) • Northwest side of downtown has potential for quieter / more residential feel; future First St. design choices could reinforce that sense of place

3.10 FIRST STREET / WEST OF MAIN ST. (AADT: 15,246 IN 2018)



Highlights:

- Convert to two-way vehicle traffic
- Planting beds, street trees pedestrian lighting
- Room to include center stamped-concrete feature



MONUMENT AVENUE

View looking west at the corner of Main & Monument

Photo Source: [Daytonology](#)



3.11 MONUMENT AVENUE CORRIDOR



DEVELOPMENT CONTEXT

Corridor Definition: I-75 to train overpass

Traffic Capacity: 8,285 annual average daily traffic count (2018) compared to a capacity for more than 20,000

Current Assets: RiverScape, Fifth Third Field, Water Street, Tech Town, CareSource

Pipeline Development Projects: Memorial Hall / Kettering Center, Monument & Webster

Potential Future Development: Several surface parking lot infill and adaptive reuse opportunities across the Monument Avenue corridor; opportunity for better linkages with Dayton Riverfront Plan

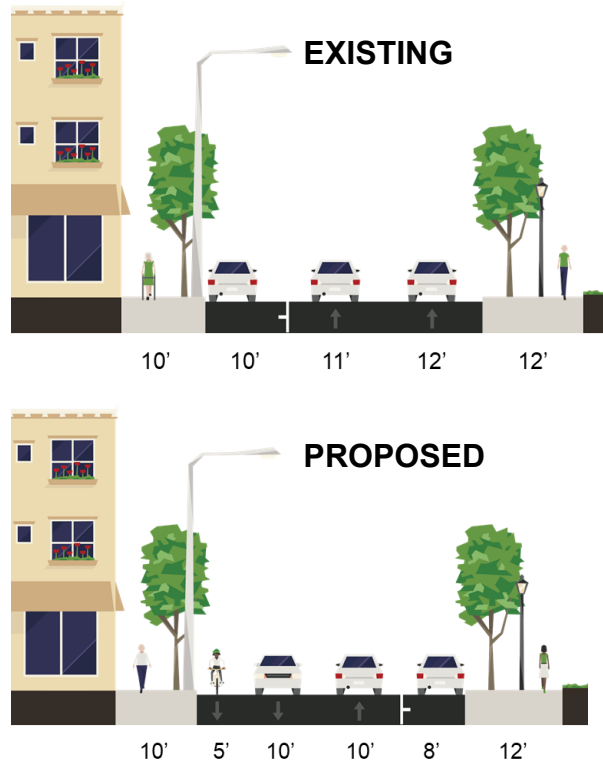


3.11 MONUMENT AVENUE CORRIDOR



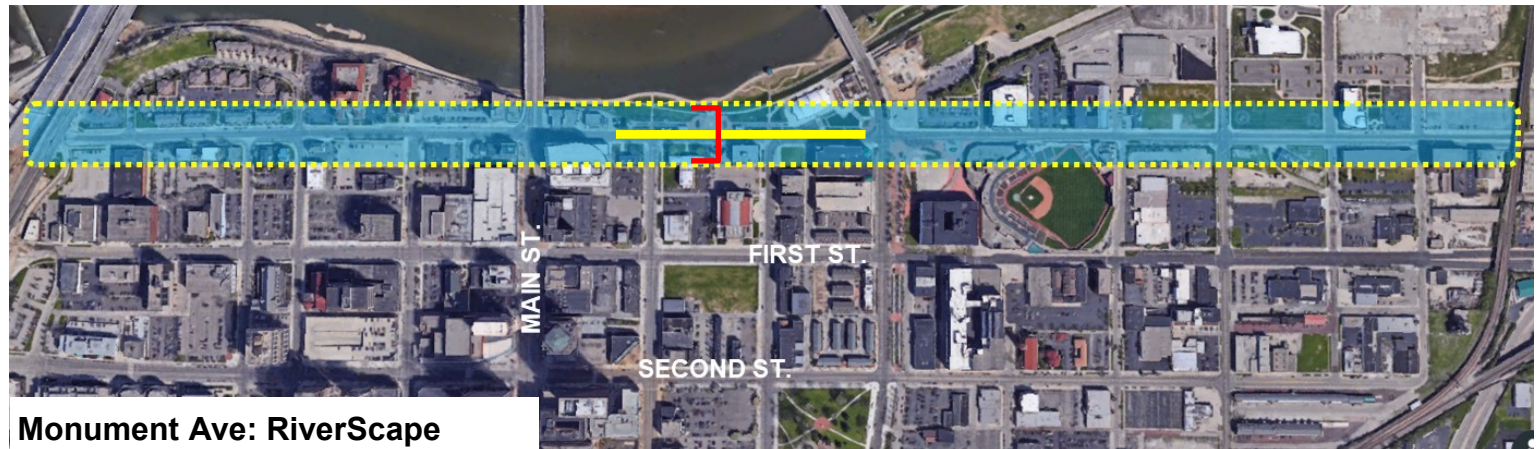
	MONUMENT AVE. DESIGN CONSIDERATIONS
FUNCTION & CONNECTIVITY	<ul style="list-style-type: none"> • Functionality is confusing given switches between one-way and two-way traffic — vision is to make Monument two-way through the entire corridor • Future design should provide better connectivity along the corridor and for the north / south side of street— some sections are wide, have multiple lanes of traffic, and vehicles move at high speeds • Desired to function like a local street: change to two-way (one lane each direction), on-street parking, and change all intersections (besides Main and Patterson) to stop signs
SENSE OF PLACE	<ul style="list-style-type: none"> • Corridor segments have unique sense of place: I-75 to Wilkinson (residential), Main to Patterson (RiverScape / recreation), east of Patterson (Fifth Third Field and mix of uses) • Needs traffic calming and additional pedestrian-friendly elements along the entire corridor • Very walkable along RiverScape east of Main, but several gaps in street-wall and first floor activation on south side of Monument

3.11 MONUMENT AVE. / RIVERSCAPE (AADT: 7,800 IN 2014)

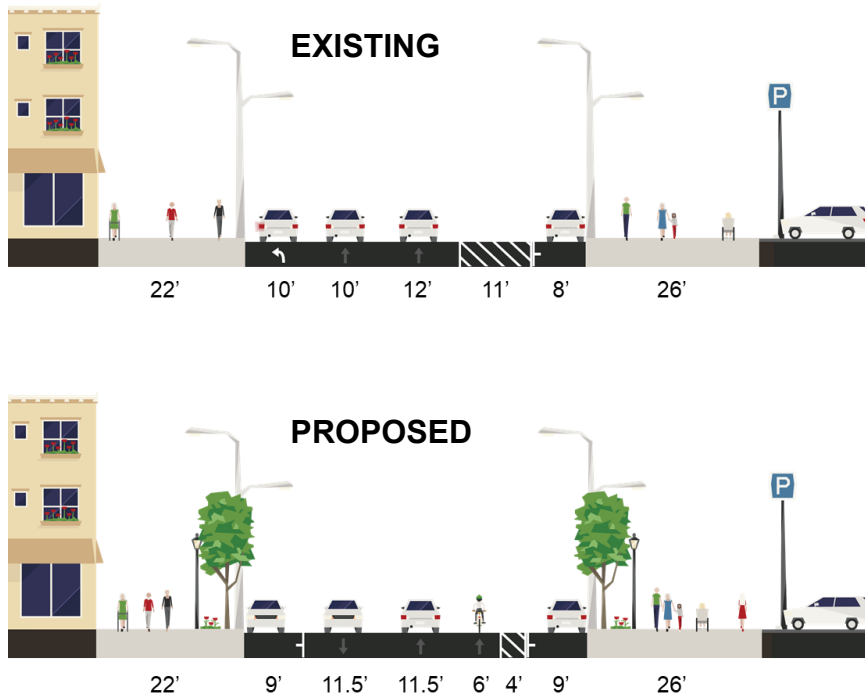


Highlights:

- Convert to two-way vehicle traffic
- Convert all traffic lights to stop signs
- Add EB bike lane, on-street parking flipped to north side



3.11 MONUMENT AVE. / WEST OF MAIN (AADT: 8,285 IN 2018)



Highlights:

- Convert to two-way vehicle traffic (one lane each direction)
- On-street parking
- Convert all traffic lights to stop signs
- WB bike lane



ST. CLAIR ST.

View looking southwest at the corner of Fourth & St. Clair

Photo Source: [Daytonology](#)



3.12 ST. CLAIR ST. CORRIDOR



DEVELOPMENT CONTEXT

Corridor Definition: Monument Ave. to Fifth St.

Traffic Capacity: 5,100 annual average daily traffic count (2019) compared to a capacity for more than 20,000

Current Assets: RiverScape, Dayton Metro Library, Oregon District, CareSource

Pipeline Development Projects: Memorial Hall / Kettering Center, Fire Blocks

Potential Future Development: Several surface parking lot infill and adaptive reuse opportunities across the St. Clair St. corridor; opportunity for better linkages with RiverScape / Dayton Riverfront Plan

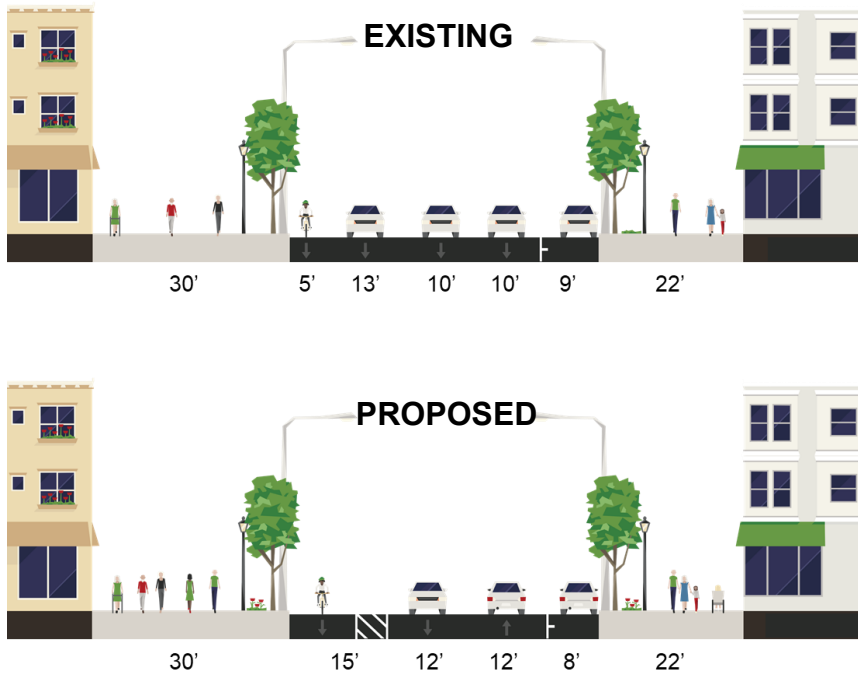


3.12 ST. CLAIR ST. CORRIDOR



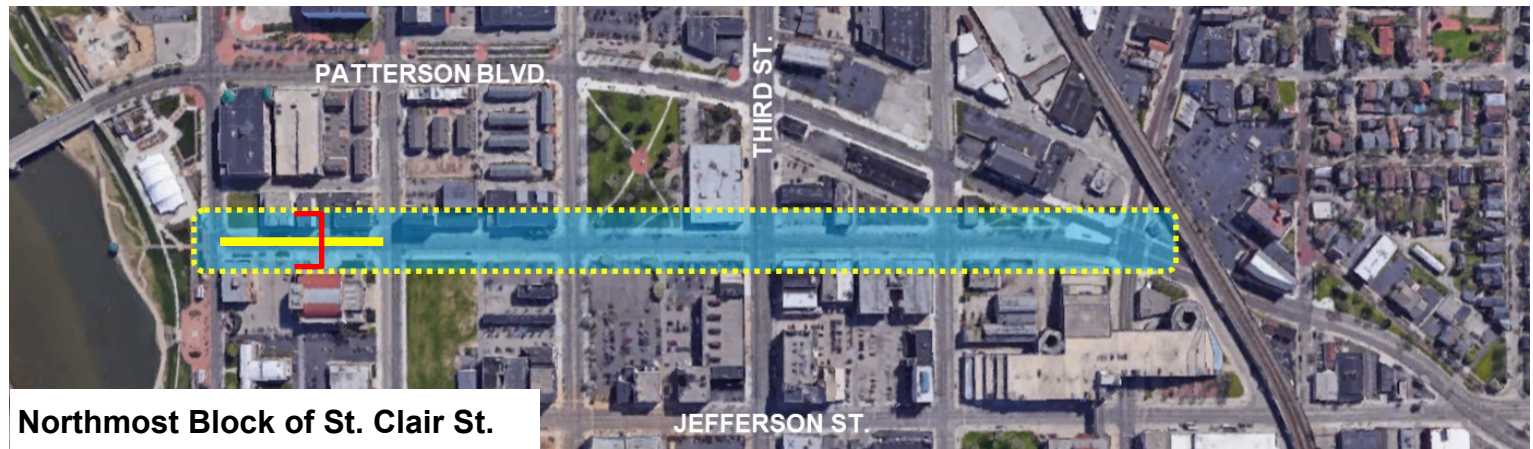
	ST. CLAIR ST. DESIGN CONSIDERATIONS
FUNCTION & CONNECTIVITY	<ul style="list-style-type: none"> • Functions as primary southbound vehicle, pedestrian, and cycling artery on the eastern side of downtown • Primary linking street that connects RiverScape, Fire Blocks, and the Oregon District • Development opportunities along the corridor could provide continuous storefront activation from RiverScape to the Oregon District • Currently very wide and provides poor east-west connectivity across St. Clair
SENSE OF PLACE	<ul style="list-style-type: none"> • Currently sterile-looking and car dominant; needs beautification / color, traffic calming, and pedestrian-friendly elements • Northmost block could become a distinct place and set the stage for development of that block through two-way conversion, calming on Monument, and re-routing of southbound Patterson Blvd. traffic by converting First St. to two-way

3.12 NORTH ST. CLAIR ST. (AADT: 5,100 IN 2019)



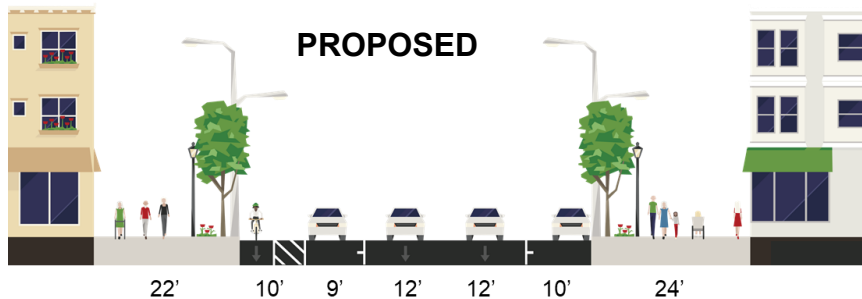
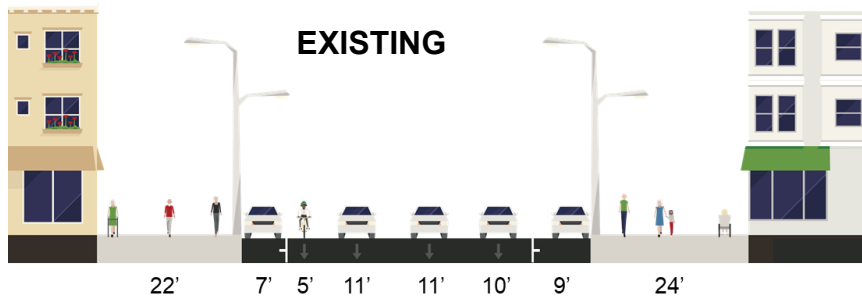
Highlights:

- Convert this block to two-way traffic
- Convert regular bike lane to protected bike lane
- Add planting beds



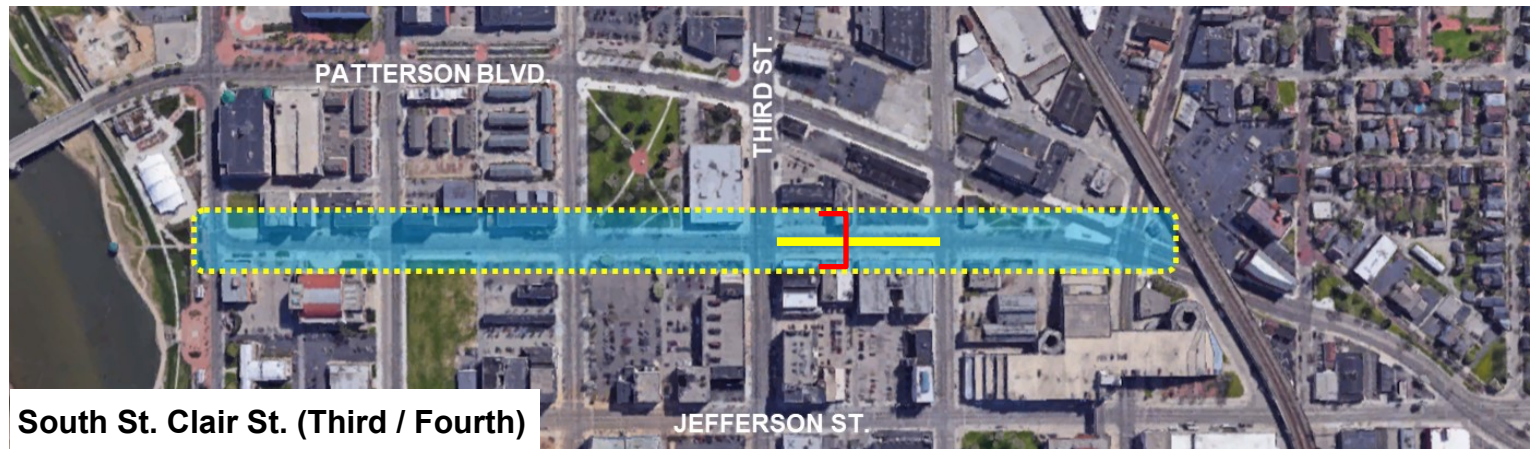
Northmost Block of St. Clair St.

3.12 SOUTH ST. CLAIR ST. (AADT: 5,100 IN 2019)



Highlights:

- Eliminate one traffic lane and add protected bike lane
- Addition of pedestrian lighting, street trees, and planting beds



SECTION 4 | IMPLEMENTATION



4.1 PROJECT ESTIMATES & LEVERAGING FUTURE INVESTMENT

Implementation of this downtown corridor and streetscape vision will require the initiation and funding of new projects, but a significant portion of this plan is achievable through leveraging existing public and private projects already in the pipeline. Those projects could include major street rebuilds (such as the project planned for Jefferson Street in 2020), annual repaving projects that could change a one-way street to two-way simply with paint, or large mixed use developments that will completely rebuild sidewalks and add new streetscape beautification elements. Leveraging these upcoming investments requires vigilance and consistency in streetscape design standards by downtown policy makers. Estimates for the corridor projects proposed in this document are outlined in the table below, along with a list of upcoming investments that could contribute to this realization of this plan.

Already Planned Investment			New Projects	
CORRIDOR	PUBLIC INVESTMENTS IN PIPELINE	PRIVATE PROJECTS IN PIPELINE	PROPOSED PROJECTS	ESTIMATED COST
MAIN ST.	Add on-street parking / meters on west side of Main (2021 / \$40k)	Dayton Arcade, Barclay Hotel	South Main St. rebuild / road diet (submitted to MVRPC for 2025)	Rebuild: \$3.2M
THIRD ST.	Third Street Cycle Track (2023 / \$500k)	Dayton Arcade, Fire Blocks, Avant-Garde / Manhattan	Third St. streetscape and bumpouts Ludlow to Jefferson	Streetscape and medians: \$700k
JEFFERSON ST.	Jefferson reconstruction between 4th and 2nd (2020 / \$2.3M)	Fire Blocks	Extend protected lane and streetscapes for rest of Jefferson	Streetscape: \$600k
LUDLOW ST.	Repaving from Monument to Sixth (2024 / \$150k)	Dayton Arcade, Grant Deneau	Ludlow restripe to add protected bike lane; streetscape upgrades	Paint: \$50k Streetscape: \$1.2M
FOURTH ST.	Repaving (2021 / \$100k), Sinclair gateways / streetscape (\$4.5M)	Dayton Arcade	Streetscape upgrades and center median from Ludlow to St. Clair	Streetscape and median: \$1.2M
FIFTH ST.	Sinclair gateways / streetscape to Perry (\$4.5M / 2020)	Reed-Steffan, Fidelity Building	Restripe to add bike lanes; streetscape upgrades	Paint: \$50k Streetscape: \$600k
SECOND ST.	Second St. cycle track from St. Clair to Webster (2022 / \$575k)	Delco Phase 2	Streetscape upgrades and center median addition	Streetscape and medians: \$2M
FIRST ST.		Barclay Hotel, Delco Phase 2, 333 W. First St.	Lane restripe to convert to two-way; streetscape upgrades	Two-way: \$150k Streetscape: \$1M
MONUMENT AVE.		333 W. First St.	Lane restripe to convert to all two-way, convert to stop signs	Paint & signal removal: \$300k
ST. CLAIR ST.		Fire Blocks	Lane restripe for protected bike lane, streetscape upgrades	Paint: \$50k Streetscape: \$1.2M

Public Total: \$8.2M

Total Paint / Signal Work (Only): \$600k

Total Streetscape / Hardscape: \$11.7M

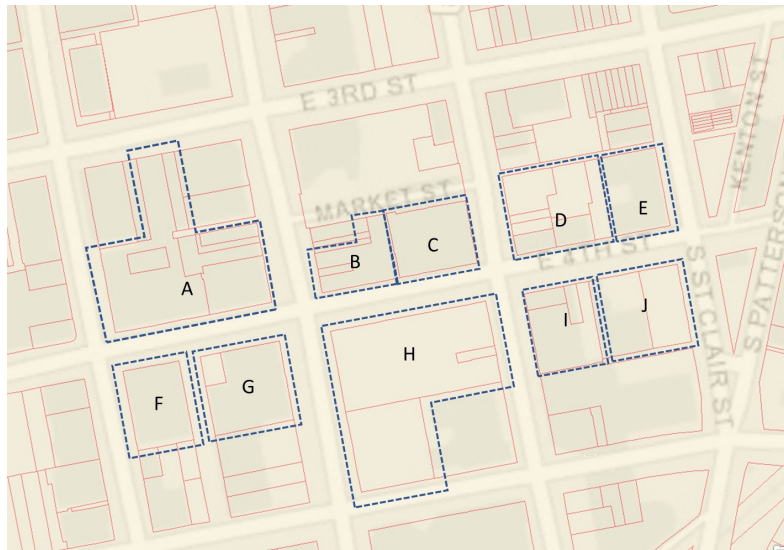


4.2 APPROACHES TO STREETSCAPE MAINTENANCE

Any public realm improvement should also have an associated plan for care and maintenance, else the aesthetic upgrade to downtown's streetscape will be short-lived. Other Ohio cities have successfully leveraged partnerships with property owners and other downtown stakeholders through **Special Assessment Districts (SADs)** to share the burden of streetscape maintenance, and in some cases, even the capital cost of public realm improvements. SADs are straightforward to form and can be very localized (perhaps spanning a few blocks), which is important because it is the surrounding properties that most benefit from a quality streetscape project. SADs have been used in a limited fashion in Dayton, but with the support of property owners, perhaps could play an bigger role in ensuring the long-term stewardship of downtown's public realm.

Another strategy used with success in nearby cities like Columbus has been the use of **charitable endowments** to create a long-term source of funding for streetscape maintenance. In 2011, downtown Columbus partnered with the Columbus Foundation to create the endowment, with instructions that the fund not be used until 2021 or later. The fund has now grown to \$1.1 million, and in 2021 will start to play a role in maintaining landscaping and beautification improvements. A similar approach could be a piece of the downtown maintenance puzzle for Dayton.

Finally, many downtown property owners and businesses want to help take care of planting beds, flower pots, and other streetscape elements in front of their properties, but may lack the **expertise and training** on how to do so efficiently and effectively. Entities like the Downtown Dayton Partnership could help connect property owners and businesses to that training, and provide recommendations for less-expensive suppliers of flowers, native plants, and lower-maintenance ground cover.



How a SAD might work for streetscape maintenance:

- Assuming sidewalk planting beds: \$10,000 per block in annual maintenance (based on Columbus project)
- SAD distributed by front footage (see table below)

EXAMPLE	FRONT FOOTAGE	ANNUAL COST
Owner A	400	\$5,000
Owner B	250	\$2,500
Owner E	100	\$1,250

4.3 IMPLEMENTATION ROLES & RESPONSIBILITIES

Achieving the vision of this plan will require a concerted and collaborative effort between the many public and private stakeholders engaged in the revitalization of downtown Dayton. All of these stakeholders will benefit from a more vibrant, welcoming, and walkable public realm in the downtown core. The table below clarifies the lead and supporting roles and responsibilities for the many components that impact street-level vibrancy and connectivity. Ensuring these leading and supporting entities embrace and conform to the vision of this document will be critical to the long-term success of this plan.

COMPONENT	LEAD*	SUPPORT*	GUIDELINES / PLAN RELEVANCE
Curb to Curb	COD	GDRTA	YES
Sidewalk Curb to Streetwall	Property Owners	COD, DDP, GDRTA	YES
Transit	GDRTA	COD, MVRPC, BMV	YES
Public Art	DDP	COD, Arts Orgs	YES
Banners	DDP	Sponsoring Org	YES
Wayfinding	DDP		YES
Trees	COD	Property Owners, DDP	YES
Sidewalk Cafes	Property / Biz Owners	COD, DDP	YES
Street Lighting	COD	Property Owners	YES
Building Façade Lighting	Property / Biz Owners	COD, DDP	YES
Building / Biz Signage	Biz / Property Owners	COD, DDP	YES

*Organization Acronyms

COD: City of Dayton

DDP: Downtown Dayton Partnership

MVRPC: Miami Valley Regional Planning Commission

GDRTA: Greater Dayton Regional Transit Authority

BMV: Bike Miami Valley



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City of Dayton Economic Development: Amy Walbridge

City of Dayton Water Department: Katie Norris

CityWide Development: John Gower

Downtown Dayton Partnership: Scott Murphy

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